

The National Underwriter

LIFE INSURANCE EDITION

THURSDAY, AUGUST 11, 1921

Why Farm Mortgages?

Farm Mortgages

Are Non-Fluctuating and do not pass dividends.

Are Dependable Income Producers which do not shrink in value.

Are not affected by deflation, inventory losses or other incidental factors of business readjustment.

Are backed by a steady and constantly growing demand for products of the farm.

Are protected by the borrower's determination not to let his property deteriorate, for his farm is his home and kingdom.

These are the reasons why the large life insurance companies and ultra conservative savings banks give preference to farm mortgages.

These are the reasons why you should do likewise.

Collins Farm Mortgages net 7% per annum and have stood for absolute protection for 37 years. To invest in them once means to invest in them always.

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The F. B. Collins Investment Co.

Members Farm Mortgage Bankers' Association of America

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Other Securities

CITY MORTGAGES

present many hazards in large cities. A slump in business means lower rents. Suburban transportation causes the good location of today to become the bad location of tomorrow.

INDUSTRIAL BONDS

are very uncertain. No one knows how far manufacturing plants will be affected by the readjustment process.

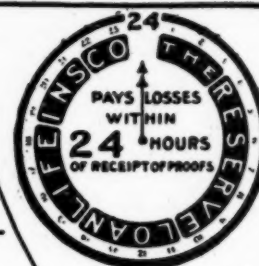
PUBLIC UTILITIES

cannot finance themselves adequately with equipment depreciating in value.

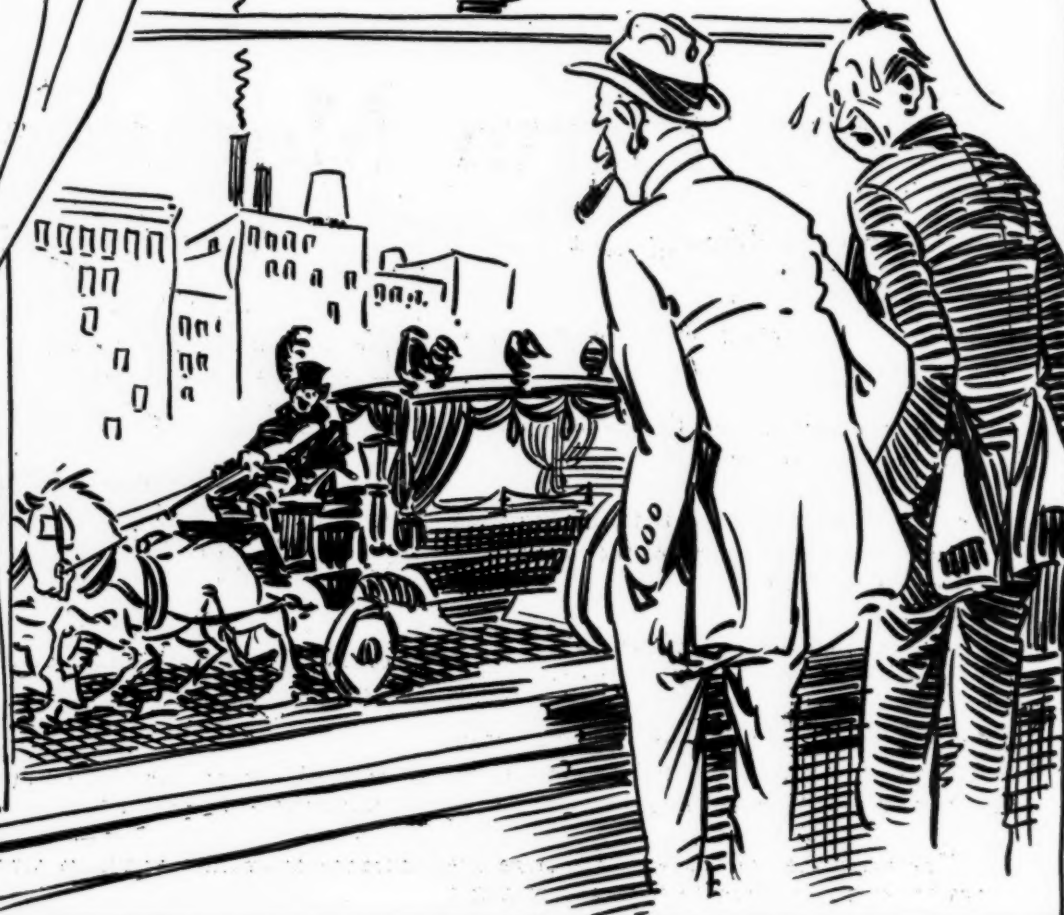
RAILROAD BONDS

of all kinds require the keenest investment judgment to prevent loss.

ARE
YOU
INTERESTED?



AGENT:
THAT WILL
STOP AT YOUR
HOUSE SOME
DAY. THEN
HOW ABOUT
THE WIFE?
MAN:
I'LL FIX THAT
RIGHT AWAY!
FILL UP THAT
APPLICATION.



Insurance in Force, Over \$52,000,000.00

WE HAVE FINE TERRITORY OPEN FOR THE RIGHT MEN

**H. J. C. HIRSCHMANN, Manager for Minnesota, North Dakota
and South Dakota—409 Essex Building, Minneapolis, Minnesota.**

FOR DISTRICT GENERAL AGENCY IN OTHER STATES, ADDRESS

Reserve Loan Life Insurance Company
Indianapolis, Indiana

The National Underwriter

LIFE INSURANCE EDITION

Twenty-Fifth Year No. 32

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, AUGUST 11, 1921

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IMPORTANT CHANGES IN NEW U. S. TAX ACT

One Section Exempts Proceeds of
All Life Policies From
Gross Income

TAX ON LIFE COMPANIES

Levy on Net Income to Replace All
Other Forms of Taxes—What De-
ductions Are Allowed

WASHINGTON, D. C., Aug. 10.—The forthcoming revenue bill, now in the process of promulgation, will contain many new features and in it an effort will be made to iron out some of the provisions of the present law that have proven irksome, controversial and undesirable. The Ways and Means committee on Monday concluded its first reading of the draft of administrative features presented to the Ways and Means committee by Secretary Mellon and virtually assented to them, although that does not necessarily imply that these suggestions will be retained in their present shape.

The measure will not be completed until next week, when it will be pushed through the house with all possible speed. The committee is inclined to repeal the excess profits taxes, rearrange the income tax, making the highest surtax 32 percent, and increase the corporation income tax from 10 to 15 percent. A further suggestion contemplates the repeal of the present \$2,000 corporation exemption.

Changes Affect Insurance

Many changes will affect insurance. The following is the change proposed in paragraph B (1) of section 213, which provides for the exemption from gross income of "the proceeds of life insurance policies paid upon the death of the insured," which is now limited to such policies paid "to individual beneficiaries or to the estate of the insured," the recommendation being that the latter restriction be eliminated, exempting all such proceeds regardless of who the beneficiary may be.

Paragraph (1) of section 233 may also be eliminated when the new measure is written. This paragraph deals with gross income and provides that "in the case of life insurance companies there shall not be included in gross income such portion of any actual premium received from any individual policyholder as is paid back or credited to or treated as an abatement of premium of such policyholder within the taxable year."

New Life Company Provisions

Entirely new provisions relating to "taxes on life insurance companies and affiliated corporations and personal service corporations" will be contained in title III. Section 300 defines a life company. The next section provides that in lieu of all other taxes imposed upon life companies except stamp taxes there shall be levied, collected and paid

HOUSTON APPOINTED

NEW ILLINOIS COMMISSIONER

Chicago Fire Insurance Adjuster Gets
Important Office—George Huskin-
son Made Assistant Commissioner

Thomas J. Houston of Chicago, who became superintendent of insurance of Illinois on Wednesday, succeeding Fred W. Potter, has been in the insurance business about 13 years. He began his career in the general construction business and was connected at first with James Houston & Co., and later with Jackson & Corbett of Chicago. Subsequently, he went with H. W. White, general adjuster in Chicago. After Mr. White's death, Mr. Houston was made manager of the loss department for Marsh & McLennan in Chicago, and, in addition, was the head of T. J. Houston & Co., general adjusters. At present, Mr. Houston is the general head of the loss department of Marsh & McLennan for all offices. He has traveled all over the country settling losses for Marsh & McLennan and has handled claims from Alaska to southern Mexico. Last year his office handled 7,300 losses. Mr. Houston has handled all of the big railroad losses for Marsh & McLennan. Every year he makes trips to various parts of the country in order to personally supervise the settlement of the more important claims.

Assistant Commissioner Named

Mr. Houston is a personal friend of Len Small, governor of Illinois, and William Hale Thompson, mayor of Chicago. Mr. Houston has been active in politics in the 18th ward on the west side of Chicago for the last 20 years. He will continue his connection with Marsh & McLennan and will, in addition, supervise his own loss office. He expects to divide his time between Springfield and Chicago.

Mr. Houston is an energetic, capable man. He is widely known and has made a host of friends. He has had an excellent training and is eminently fitted for his new post.

George A. Huskinson of Alton, Ill., has been appointed assistant superintendent of insurance. This is a new position. Mr. Huskinson was in the insurance department, assisting J. J. Brinkerhoff during the time that the latter acted as actuary for the Illinois department. Some months after Mr. Brinkerhoff left to go with the Life Presidents' Association, Mr. Huskinson was transferred to the state auditor's office, and has served there ever since. During the days that Mr. Houston is in Chicago, Mr. Huskinson will look after the affairs of the Illinois insurance department.

for the calendar year 1921, a tax on net incomes. The amount of such tax (percentage) has not been agreed upon. In the case of a foreign life company the levy will be on the net income received from sources within the United States.

The following definitions are also provided:

"Gross income" means the gross
(CONTINUED ON PAGE 15)

CONVENE IN CHICAGO

FARMERS NATIONAL MEN MEET

Members of \$100,000 Club Stage Annual
Gathering—Bert E. Chatten of
Quincy, Ill., Elected President

Members of the \$100,000 Club of the Farmers National Life and their families met in Chicago last week for the annual convention of the organization. Bert E. Chatten of Quincy, Ill., was elected president of the \$100,000 Club and C. D. Phillips of Palmyra, Mo., secretary-treasurer. The Club year has been changed, and will hereafter close June 30 instead of Dec. 31.

William Morrison, director of agencies, was in charge of the business session that was held the first day. John M. Stahl, president of the company, gave the principal address. He reviewed the progress of the company, and discussed the prospects for the remainder of the year. There were talks by a number of the leading producers. Mr. Morrison gave an address on getting and holding business. Every man in attendance at this business session was called upon for a talk. The informal discussions brought out a number of important and interesting points.

Talks at Annual Banquet

On the evening of the first day there was a banquet attended by all members of the \$100,000 and \$200,000 clubs, their wives, and the home office force of the company. William Morrison, director of agents, presided as toastmaster and there were talks by President Stahl, Medical Director S. C. Stanton, a number of the company's principal producers and Howard J. Burrage of THE NATIONAL UNDERWRITER. One of the features of the evening was the talk by Franz Wagner, a young man in charge of the outgoing mail department of the company, who touched up the principal officers of the company and members of the home office force in a humorous way.

Prize for Agent's Wife

During July the company staged a unique contest. Mr. Stahl and Mr. Morrison's secretaries wrote letters to the wives of all of the company's agents stating that the company wished to have them cooperate in the production of a big business during July. A prize was offered to the wives of the agents producing the biggest business during July. This contest stirred up considerable interest on the part of the wives of Farmers National Life agents and the prize, a green gold wrist watch, was won by Mrs. C. N. Dailey, of Huntington, Ind., whose husband lead the list in July. Mr. Morrison presented the prize at the banquet. On the second day the entire party took a boat trip to Milwaukee, and on the closing day of the convention, a visit was made to the Pageant of Progress in Chicago.

Guaranty Life's Convention

The Guaranty Life of Davenport, Ia., will hold its annual agency meeting at the home office Sept. 2-3. There will be a picnic for all in attendance in the afternoon of the last day.

TENTATIVE PROGRAM FOR THE LIFE AGENTS

Much Attention Will Be Given
to the Selling of
Insurance

MANY SPLENDID FEATURES

Cleveland Convention of the National
Association Is Receiving Much
Interest In All Sections

NEW YORK, Aug. 8.—Subject to later change, the program for the 32nd annual convention of the National Association of Life Underwriters, to be held at the Hotel Winton, Cleveland, Sept. 5-7, is given out this week.

The subjects to be considered deal almost wholly with salesmanship. Men of wide practical experience have been chosen to lead discussions upon each of the topics. There will be no set addresses. Practically the entire time of the gatherings is to be devoted to the consideration of methods that will aid the field solicitor in his everyday work. Counsel will be offered as to the form of policy best adapted to meet the needs of different types of prospects, and the operation, cost and returns under the varying contracts fully gone into. Profiting by the lessons of the convention of 1920, the program this year is not nearly so ambitious as was that of the Boston gathering.

Case Method to Be Used

Fewer subjects are to be considered and thus more time allowed for their treatment. Many of the discussions will be conducted by the "case method" whereby a number of hypothetical cases will be discussed from the floor. It is discussions of this sort that experience has shown to be particularly valuable, and from which practical help is had by the delegates, especially by the later entrants into the life insurance area.

The program is:

MONDAY, SEPTEMBER 5

Morning Session, 9:30 to 12:30

Eastern Standard Time Is Used
Singing—Led by W. G. Eisenhauer.
Invocation.

Opening of convention and president's report—By President Thorp.

Keynote Speech—Charles G. Taylor, president, American Life Convention; vice-president, Atlantic Life Insurance Co.

Singing.
Selling Enough Life Insurance for Clients' Needs.

Selling Insurance Programs. Opened by Franklin W. Ganse. Led by Graham C. Wells, in cooperation with Franklin W. Ganse.

Cases for Discussion—Members are urged to write out and give to Franklin W. Ganse or Graham C. Wells other cases which they would like to have discussed.

TUESDAY, SEPTEMBER 6, 1921

Morning Session—9:30 to 12:30

"Sales Strategy."
Singing.

Method of Approach. Opened by C. J. Rockwell, professor of insurance salesmanship, Carnegie School of Life Insurance Salesmanship. Led by Warren C. Flynn.

Cases for Discussion.

Singing.

Meeting Objections. Opened by E. H. Howbert, professor of insurance, Denver University, Denver, Colorado. Led by J. Stanley Edwards.

Cases for Discussion.

Adjourned.

Afternoon Session, 2 to 4:30

Singing.

Closing Suggestions. Opened by John A. Stevenson. Led by Charles C. Gilman. President's Prize Contest—My Best Selling Suggestion.

1st Prize—\$25—Gold.

2nd Prize—\$15—Gold.

3rd Prize—\$10—Gold.

Led by W. E. Bilheimer.

Three prizes will be given for the three best selling suggestions.

Every salesman has one or more effective selling suggestions which he makes use of in almost every sale. This may be a selling point, an unusual method of visualizing life insurance for the prospect, or a selling plan. Selling points for farmers, for lawyers, teachers, physicians and all classes of people should be considered. One salesman prepares a lawyer's brief to sell insurance to a lawyer; another bases his plan on a "new serum" for the doctor. Your best selling suggestions, whether for business insurance, inheritance tax, income insurance, or any form of insurance should be presented.

Singing.

Announcements.

Written resolutions from the floor to be referred to the executive committee.

Receiving report of nominating committee.

Adjourn.

Tuesday Evening—Banquet

Members are especially requested to give in this section any new needs or uses of insurance or new ways of presenting old needs.

Adjourn.

Afternoon Session, 2 to 4:30

Singing.

Insurance Service: Its Importance and Its Aid in Selling. Opened by Earl G. Manning.

Led by J. J. Jackson.

1. Making a budget.

2. Making financial statement and keeping accounts.

3. Starting bank account.

4. Making will.

5. Financing home.

6. Members of family not covered by insurance. Also insuring wife, protecting mortgage, abstracting policies, etc.

Cases for discussion.

Executive committee report.

Selecting nominating committee.

Adjourn.

WEDNESDAY, SEPTEMBER 7

Morning Session, 9:40 to 12:30

Alternative Suggestions—Sectional meetings to be conducted and programs arranged by respective leaders.

(A) Singing.

Industrial Insurance. Opened by J. K. Voshell.

Adjourn.

(B) Singing.

General Agents and Managerial Section.

Winslow Russell presiding.

(1) The Methods of Selecting and Training of Agents Used in Our Agency. Opened by Clyde O. Law.

Discussion of Selecting Agents—Led by O. G. Thurman.

Discussion by Training Agents—Led by H. H. Kohn.

(2) How I Conduct Weekly, Bi-weekly or Monthly Meetings of Agents and Topics Discussed.—Led by Wm. M. Duff.

Adjourn.

(C) Singing.

Insurance in Rural Communities.

Opened by A. O. Eliason.

Adjourn.

(D) Reunion of Graduates of Carnegie, Denver and Other Schools of Life Insurance Salesmanship.

Adjourn.

Afternoon Session, 2 to 4:30

Singing.

Business Insurance. Opened by Julian S. Myrick.

Led by W. Dwight Mead.

Cases for discussion.

Credit and Bequest Insurance. Opened by John R. McFee.

Led by A. C. Larson.

Cases for discussion.

ALLIS ESTATE TO PAY

NO REHEARING IN TAX CASE

Inheritance Tax Situation Being Studied by Company Officials—S. T. Swansen's Views

MILWAUKEE, WIS., Aug. 9.—According to Paul R. Newcomb of Miller, Mack & Fairchild, attorneys for the Allis estate, no steps will be taken for a rehearing of the questions involved in the Allis insurance-inheritance tax case which was decided adversely to the Allis interests by the Wisconsin supreme court.

The estate will pay the tax in accordance with the decision, amounting to about \$10,000 to \$12,000, and the exact tax is now being figured. The amount of life insurance involved was \$306,000.

The attorneys declined to make any further comment on the subject, after announcing that no steps would be taken to secure a rehearing, and that payment of the tax was being provided for.

Studying Inheritance Tax

Legal departments of insurance companies, underwriters and agents are carefully studying the whole inheritance tax situation as involving life insurance, seeing big possibilities for additional and new business.

One of the most interesting contributions to the legal opinion on the subject, prepared from a national viewpoint, is about to be issued to the agency forces of the Northwestern Mutual Life, from the pen of Sam T. Swansen, assistant counsel of the company, as a result of a close study over a period of several years of the subject of federal income and estate taxes as affecting life insurance.

Treasury Department Reasonable

After pointing out that regulations and rulings of the treasury department are not infrequently overruled by later ones, and how changes in administrations inject the human element into interpretations of the law, Mr. Swansen states that the questions involved are just as troublesome to the revenue department as to the insurance man, and criticism is, therefore, uncalled for. He affirms that the treasury department, since the 1918 revenue act was adopted, has certainly shown an endeavor to construe the law reasonably.

Big Issue in Woodmen

A proposal that Oklahoma Woodmen of the World secede from the national organization because of increases in rates and dissatisfaction with the administration of W. A. Fraser as grand sovereign was defeated at a state mass meeting at Oklahoma City. A committee of five men was appointed to renew the fight against the alleged conditions. Speakers attacked what they termed exorbitant expense allowances to delegates to a recent meeting of Woodmen at New York City.

Grizzard Extends Plan

The insurance savings system operated and controlled by James A. Grizzard of Columbus has been established in the Brotherhood of Locomotive Engineers Cooperative National Bank at Cleveland. As in other places where he has established his system, the premiums on policies taken through the bank will be taken care of by monthly deposits, thus scattering the payments throughout the period of a year, instead of paying them in one yearly sum. The system is already in operation in Columbus and Dayton.

Singing.

Report from executive committee on resolutions.

Amendments.

Adjourn.

MUTUAL LIFE'S RALLY

ATLANTIC CITY CONVENTION

Field Club Members from East and South Held Their Annual Gathering Last Week

NEW YORK, Aug. 10.—Mutual Life agents who were fortunate enough to qualify for membership in the eastern and southern divisions of the company's \$125,000 field club journeyed to Atlantic City last week to the number of 350 for the annual convention. It was found practicable this year to have the eastern and southern members meet at the same time and place, though brief sessions of the two clubs were held separately.

Those attending the sessions from the home office were: Second Vice-President George T. Dexter, Superintendent of Agents George K. Sargent, Assistant Superintendent of Agents Robert L. Spaulding, Inspector of Agencies Fred T. Dexter, Supervisor of Agents Thomas P. Morgan and Publicity Manager Stewart Anderson.

Dexter Gave an Address

Vice-President Dexter made an address, Tuesday morning, in opening the convention, in which he discussed company conditions and in which he predicted that the year which is yet to close would be the best that the company has yet experienced, with the exception of the great "peak" year, 1920. Following his address, a "question box" session was held. This was followed by an address by Congressman Reed of West Virginia, who was a guest at the hotel. He said that it is not laws, but work, which is needed at present in this country. He added that right thinking would bring the country back to normal faster than anything else.

Sales Contest Is Staged

On the afternoon of Tuesday there was a sales contest which provoked much merriment as well as interest. Six agents of the company took turns in tackling Mr. Sargent, who posed as the unwilling prospect for life insurance. He was supposed to be an average business man, age 35, having a wife and two children. No attempt was made to gain his signature on the dotted line, but the object of the contest was to raise objections and questions which might help the agent in his daily encounters. Not one of the contestants was allowed to be in the convention hall while another agent was making his approach. Colonel Morgan took the part of private secretary for Mr. Sargent, the busy business man, and made it as difficult as possible for the soliciting agent to approach his quarry.

The banquet was held on Wednesday evening, Vice-President Dexter being toastmaster. The speaker of the evening was A. P. Ballou, manager of the Louisville agency, who gave practical advice to agents under the topic of "Self Development." He was followed by Congressman Reed, who had previously spoken at the business session.

Convention at Boston

Wednesday of this week there began in Boston the annual convention of the \$250,000 Field Club, which is attended by agents of this rank from all parts of the country.

A feature of the meeting will be the presentation of the Alexander McGregor cup, which was awarded last year for the first time and goes to that agency doing the best work during the club year. Last year the cup was won by the agency at Sioux Falls, S. D., but the competition for the trophy this year is unusually keen and the winner has yet to be announced.

Vice-President Allen Waters of the Union Central Life is taking a well earned vacation of six weeks in Estes Park in the Rocky Mountains.

COMMENT IS MADE ON OVER-WEIGHTS

John Hancock Mutual Shows Why the Rate Must Be Higher

SOME RULES OBSERVED

Each Case Has to Receive Individual Treatment by the Home Office People

The John Hancock Mutual Life in its agency bulletin discusses the subject of over-weights. The underwriting officers of the company state that the heavy weight is unquestionably a bad insurance risk and even though tall, large-boned and muscular, he is not necessarily a good risk. Commenting further the "John-Hancock Signature" says:

Contribute Excess Mortality

"A heavy weight, due to fat and a large abdomen, is unquestionably a poor risk. As a class, heavy weights contribute an excess mortality, as has been definitely proved by examination of the company's experience.

"Such being the case, it became necessary to establish a standard table of heights and weights, and to determine what this should be, this company's experience in combination with that of other companies associated in the medical-actuarial investigation, was taken as the basis for the table which appears in the company's rate-book. These figures represent the limit of safety, for the measurements given at the respective ages, at which a case can be accepted at the regular rates.

Provide Special Ratings

"With this standard for regular rates established it is, of course, necessary to provide special ratings for applicants in excess of the limit. These additional ratings are established according to the conditions in each case, since the amount of the over-weight or the under-weight may differ materially and other physical features have to be considered in determining the higher rate. This is done by advancing the age rate from three to six years.

"The important point for the agent is to size the applicant up, and if possible obtain the correct height and accurate weight by scale in ordinary street clothing.

"If the weight is 25 pounds over the maximum of the table in the rate book, the information should be submitted to the insurance department at the home office for instructions.

Rules Are Given

"It is against the practice of the company to quote in advance the amount of additional premium which would be required unless the application is accompanied by a complete medical examination. In case the over-weight does not exceed 25 pounds above the maximum, and all the principal factors such as family history, occupation, blood pressure, chest and abdominal measurements are favorable, the rate may be advanced by the medical examiner in accordance with the circumstances.

"To sum up then, over-weights are an extra hazard and if accepted at all, the rate must be higher, but the exact increase cannot be determined in advance of complete medical examination.

As an indication of returning prosperity in California, Arthur J. Hill, California manager for the State Life of Indiana, reports that business to Aug. 1 was 33 1/2 percent ahead of 1920, with indications from various parts of the state that even greater increase may be looked for for the remainder of the year.

BANK PLAN INTERESTS MANY BUT ENTICES FEW

Financiers Are Giving Special Attention to Various Schemes But Do Not Enter Field

NEW IDEA OF RELATION

Desire Greatest Cooperation Between Banks and Life Companies but Separate Business Transactions

NEW YORK, Aug. 9.—For months past, banking institutions of the country have displayed a growing interest in life insurance affairs and several have already arranged for the issuance of policies to their depositors; recent notable cases in such connection being the deals entered into by the Great Lakes Trust Company of Chicago and the Harris Trust Company, of the same city, whereby the former supplies policies of the Travelers and the latter those of the Mutual Life in connection with savings accounts. Some time ago Edward A. Woods, manager at Pittsburgh for the Equitable Life, made a similar arrangement with a leading bank of his city, and like deals have been effected at Richmond, Va., and other points. The form of insurance is usually upon the reducing term plan, modified to meet the particular views of the different interests. In the majority of cases the arrangements are made through the general agents, the companies having nothing to do with the detail.

Gathering Data

So much interest has been taken in the general subject that the Savings Bank Division of the American Bankers Association has undertaken a study of the matter and is now gathering data from various sources. Many of the foremost financial institutions of the country, and particularly those of the Middle West, have issued attractive circular matter, strongly counseling their patrons to buy life insurance, both to indemnify for the financial loss upon individual lives and to protect vested business interests. But they have not thought it advisable to go farther than that, feeling that their primary function was banking and that life insurance was a distinct and separate business in which they should not properly engage, even to the extent of taking the agency or in advocating the policies of any particular life insurance institution.

Big financial men are well aware of the furor that was created in insurance as well as in banking circles some months ago when a prominent trust company of Louisville accepted the direct agency of a fire insurance institution, and have no thought of bringing a like hornets' nest about their particular ears. They assert their firm belief in life insurance as a promoter of thrift, and as conservator of sound values, and appreciate that added security is given the collateral they hold for loans if the security is backed by a life insurance policy.

They are further of the conviction that in advocating life insurance they are performing a distinct service to their clients, and will profit selfishly in that in the event of the death of the assured, funds upon deposit in the bank will not only be maintained, but are likely to be very substantially added to through the addition of the life insurance payments. In the rural communities the proceeds of a life insurance policy frequently enables the payment of a mortgage upon the farm, which under other conditions might be fore-

CONVENTION AT DENVER

MANHATTAN LIFE GATHERING

Members of the \$100,000 Club from the East Will Join Others at Chicago

NEW YORK, Aug. 8.—The New York party from the head office of the Manhattan Life, which is to attend the \$100,000 Club convention, which opens Wednesday morning at Denver, leaves for Chicago and the west next Sunday morning. It is expected that a special train will take the visitors from Chicago, where all agents from the eastern section of the country who qualify will convene. The agents expect to spend most of Monday in Chicago. The social sessions at the Denver convention will add considerably to the interests of the delegates. The program has so been arranged that part of each of the three days devoted to the convention will be business and part social. It has not been announced what officers will go from the head office, but Vice-President John F. Roche will undoubtedly be in charge of the delegation.

The metropolitan department of the Manhattan in New York City, of which George Loesch is manager, will take six agents to the convention. Mr. Loesch this year passed the Texas agency, managed by Colonel Green, who has been the premier producer of the Manhattan Life for years. The Loesch agency reports writing as much business in the first six months of this year as it did during the entire year of 1920, and this in itself should qualify it for consideration when most New York agencies are reporting a 25 percent decrease in business for the first six months of 1921.

closed, and to that extent guarantees a stable and desirable population.

The old idea that banking and life insurance were antagonistic one to the other, upon the claim that premiums paid for life insurance were at the expense of bank deposits, has largely given way to the broader and sounder view that the two go hand in hand, and that a man who has sufficient foresight to protect his family against want through the medium of life insurance will naturally follow other forms of thrift, of which savings bank deposits are prominent.

Watch Development

Whether the movement now underway in banking circles will extend beyond the point of endorsing the principle of life insurance, to that of recommending the plans of any particular company, much less taking a soliciting agency, remains to be seen. Bankers and insurance men are watching the situation with interest, and will continue to do so until a fixed policy be determined upon. The attitude of the life insurance men is that banks should restrict themselves to their own particular business, and not encroach upon that of the underwriters, any more than that the life insurance companies should solicit deposits for special financial houses. The debatable point of the bankers is as to whether it would be wise for them, through favoring a particular life insurance company or agent, to incur thereby the ill will of other of their clients in the same line of business.

The trust companies of the east got into a regular jam with the lawyers a short time ago, through their announced readiness to draw up wills and attend to other legal affairs for their clients. The attorneys alleged that in thus encroaching upon the preserves of the lawyers the trust offices were exceeding their powers, and asserted that if present legislation upon the subject was not sufficient to check the practice they would invoke the passage of statutes that would do so very effectively.

PLANS FOR CONVENTION

CLEVELAND AGENTS ARE BUSY

Local Men Will See to It That All in Attendance Are Made Comfortable

CLEVELAND, O., Aug. 10.—Cleveland life insurance men are preparing to entertain delegates to the annual convention of the National Association of Life Underwriters and make them comfortable during their stay of three days in this city. Acting under the request of the officials of the National association, entertainment features will not be elaborate. It is the desire of these officials to reduce the cost of entertainment that formerly obtained and which were mounting year after year. Had it not been for this, there would have been entertainment features on the same scale as found elsewhere in the past.

An informal dance will be given in the ball room of Hotel Winton Sept. 5.

Just preceding this dance the Cleveland Life will entertain the visiting guests at a buffet supper at the Union Club. President W. Hunt has chosen to call this a get-together meeting.

Headquarters for the convention will be at the Hotel Winton, where the Rainbow room and the ball room will be at the service of the organization for all occasions. Both are large rooms and will comfortably seat the big delegations that are to attend. Registration desks have been arranged for at this hotel and all delegates are expected to go to the hotel on their arrival, so that they may be properly registered and taken care of before the first session of the convention opens.

The Cleveland Life Underwriters' Association has sent a communication to all general agents in the city, together with copy of a booster letter which they are requested to send to all general agents of their respective companies throughout the country.

Convention Committee

The general convention committee consists of Walter H. Brown, president of the Cleveland Life Underwriters' Association; C. R. Walker, Penn Mutual; William L. McPheeters, Union Central; R. A. Tuttle, Midland Mutual; J. W. Pickard, Mutual Benefit, and Mr. York, State Mutual.

President Brown, of the local association, stated that the life men are well pleased that the association changed the location of the convention from West Baden to Cleveland. While they had expected to have the convention next year or the year following, they are glad Cleveland was chosen this year. From a selfish standpoint alone, he said, it will be a splendid thing, as all local insurance men will be filled with "pep" as a result of attending it and the last four months of the year will show a splendid record. But, he said, they are glad to have men from all over the country with them now, instead of a year or two years hence.

Several insurance men took umbrage at stories appearing in an insurance paper to the effect that Cleveland did not want the convention and had no interest in preparing for it. They denied the truth of these statements and said that preparations are going on at a rapid rate. Everybody is working and it will be one of the best conventions ever held. Reservations so far indicate a large attendance.

L. Brackett Bishop Returns

Manager L. Brackett Bishop of the Massachusetts Mutual in Chicago has returned after a six weeks' trip in England and France. He found sentiment much more friendly to the United States than he did a year ago. This is accounted for by the disarmament conference called by President Harding.

OPTIMISM? DETROIT AGENTS FULL OF IT

Offer New Definition of Word for the Dictionary Makers: Insurance Men

HEAT DOESN'T WORRY 'EM

Production Kept Up Despite Record-Breaking Temperatures and Industrial "Slump"

BY GEORGE BROWN

DETROIT, MICH., Aug. 9.—I never could understand why any man should feel it his mission to write a dictionary. It must be some job. If any insurance man reading this knows of a professor working on a new one it would be a kindly act to help him out with a definition of at least one word—optimist. An optimist is an insurance man.

One would suppose that the much talked of slump, combined with the unbroken run of hot weather, would put an awful dent in the optimism of the men in the life insurance business in Detroit, because Detroit is essentially an industrial city, but it isn't working that way.

An optimistic man will lie like a gentleman, but the Detroit insurance optimists insist that sales are good and that the salesmen aren't bothering their heads about the "Help Wanted" liners in the newspapers.

Get Business Despite Heat

It was 98 in the shade the afternoon I called on J. Fred Lawton, general agent of the Connecticut Mutual. Detroit has been making heat records this summer.

"Doing anything?" I asked. "Doing anything!" said he. "Sure, we're doing something, doing it every day. I haven't a man in the organization that isn't producing."

"How do they get that way?" I whispered (I bet it was 100 in his office) as I mopped my brow.

"Well, there's a lot of reasons. One is that men have more time to think. They were too busy last year. A year ago a business man would have a stock of stuff on his desk; now he can sit back in his chair and listen to you. A year ago he was too busy to take stock of himself; now he's having himself overhauled by the doctor and the dentist. A year ago he had money to burn; now he has to do some figuring."

Put in Tenth of Income

"A man should put 10 percent of his income into insurance. The salaried man who is getting \$3,000 a year will say to us that it is impossible to give up \$300 for life insurance."

"Suppose the boss should say to you, we argue, that he has to cut your salary 10 percent because of business conditions. What would you do? Quit your job? You'd cut your expense, somewhere, wouldn't you? Then why not take that \$300 cut on your salary yourself and put it into this life insurance proposition?"

Only Question of Desire

"It is only a question of desire. If you lead a man to desire life insurance for the protection of his family or for his own personal good he'll buy it. There's lots of money in the country. There were 93,000 people who paid from \$5 to \$50 to see Dempsey and Carpentier fight for a few minutes. More than \$1,000,000 was blown in and that doesn't include the transportation and hotel expenses of thousands who traveled from places all over the country."

"One man desires an automobile, an-

other desires a diamond ring for his girl or his wife, and another desires a 'good time' with some fascinating charmer and they are all willing to spend the money in fulfilling that desire. It is up to the life man to be a better salesman than the auto man, the jeweler, the charmer.

"The life man's problem today is what it always has been and always will be—seeing people. Under present conditions he may not sell as heavily, but he'll sell as many. If he'll call on 12 to 15 men a day he'll make sales."

"Naturally, we're not doing as well as we did in 1920, but we're doing a lot better than in 1919," said Nat Reese, general agent of the Provident Life and Trust.

"Last year was a record year in almost all lines, an abnormal year, no year to use as a standard for anything. When people talk about 'slump' they are looking at 1920 figures. The years we should use for comparative figures are those before the world was turned upside down. On that basis our organization is making a fine showing."

"In May and June this office wrote

\$554,973. Klem of Lansing turned in \$133,000. Love of Ann Arbor contributed \$90,464 and attended to his university duties at the same time. Walter B. Redman came through with \$85,000. L. W. Porter chipped in with \$63,000. Thomas, Wiley, Clapp, Gray, Howard, Black, Malone, Butler, Luther and Tucker made up \$125,000 between them.

No Business Without Digging

"These men did business because they know their business and they went after business. You can't grow vegetables without digging and you can't develop business without digging."

"If an insurance salesman goes out after business without knowing where he's going he isn't going to make much of a show. If he doesn't know what he's selling he isn't going to sell very much."

"There are a lot of insurance men like a lot of lawyers—they never prepare their cases for a higher court than that of the justice of the peace. They just take a crack at it, hit or miss. The lawyer who gets the big business and

the big money is the one who is ready all the time to try his case in the supreme court.

Could Improve 50 Percent

"I don't say that all insurance men can be equally successful. All of them can sell some insurance because it is merely a matter of seeing people. Some will never get any further but I do contend that 90 percent of them can so educate themselves or allow themselves to be educated, as to show an improvement of 50 percent in selling ability."

"There is an advanced stage of salesmanship in insurance, as in every line of selling, that is absolute genius, like that of the eminent jurists, the famous surgeons, the brilliant engineers. Because only a few climb to the pinnacle of fame and success is no reason for the less gifted to stay out and be satisfied to be day laborers."

"I see nothing in the prevailing business conditions to cause us to lie down. I don't feel I'm foolishly optimistic when I say the insurance business is good and I can prove it to any man who wants to go into it with me, but I

don't want to waste his time and mine if he isn't willing to work. Selling insurance isn't easy work but I don't know any kind of work that will give a man of even ordinary ability from \$2,500 to \$5,000 a year, a man of better than ordinary from \$5,000 to \$10,000 and a man with the selling gift what is usually termed a princely income, any easier than life insurance will."

"One premium of say, \$4,000, which is nothing unusual, will produce more income for the insurance man than the average wage or salary earner can make in a year and it can be repeated again and again during the next six months, notwithstanding, the much talked of 'slump.'"

More Well Satisfied

"How are we making out?" repeated John G. Morey, the Phoenix Mutual's Detroit manager. "Why I'm pretty well satisfied. We can't expect to write the volume we did last year but we are doing a normal business and better. Last May the Detroit office issued 50 percent more business than in May, 1920, excelling every record."

"This May business is a striking example of 'mental attitudes.' The company had arrangements made for a convention in June. The officers called for a special effort in May. The country was divided into districts and, of course, there was keen rivalry for place. Every man in the Detroit organization was on his toes, day and night, hence the big business."

Must Keep Scratching

"Last year was a year of big buying and big selling. Thousands were making so much money they didn't know what to do with it. When the life man came along and suggested ten, twenty, fifty thousand, it sounded good. The salesmen can't get by so easily now, they have to work. It's the old story of the hen scratching for worms. She doesn't stop scratching because she fails to get any, she keeps moving and scratching."

"The insurance man mustn't expect the big business that came to him last year so easily. There are thousands and thousands of men in this city who are ready to buy on a normal basis. They were neglected last year. Our population of over a million hasn't decreased so you'd notice it. Families have moved out, yes, but boys have been growing into young men and young men have been getting married. Men who had one or two youngsters are having more, making it more essential than before that they should have some life insurance, if they haven't any and more, if they have some."

"Insurance salesmen must not be temperamental, strong as the temptation may be. You and I have experienced the effect of the dentist saying 'I am doing a lot of work but I can't collect, of the manufacturer saying 'I have a big stock but I can't make it move, of the storekeeper saying 'My shelves are filled but the people are not buying.' After a fellow has had that kind of depressing talk handed to him by a half a dozen prospects he's inclined to think that business has all gone to hell and there's no use trying to sell even a thousand to anyone."

Field Among Salaried Workers

"I tell our men to remember the hen, to keep on scratching. All the people in the city aren't dentists or manufacturers or merchants. The salaried worker alone is an extensive field in himself. For years he was just able to get along but now he's getting fair pay, while costs of living are coming down and they'll come down some more. Salaries come down, too? Not to the basis of the past."

"There's no panic, no disastrous slump in life insurance. There's nothing exceptional about any of us in the business. We're all doing pretty well and we're going to continue along that line."

AMERICAN CENTRAL LIFE

Insurance Co.

INDIANAPOLIS, IND.
Established 1899

HERBERT M. WOOLLEN
PRESIDENT

KENTUCKY CONDITIONS**BUSINESS NOW ON UP-GRADE**

Life Insurance Leaders See Improvement Since July 1—About 25 Percent Behind Last Year

LOUISVILLE, KY., Aug. 9.—Production in this section of the country averages between 20 percent and 25 percent behind that for 1920, according to Stanley Reed of the Inter-Southern Life and Henry J. Powell of the Equitable Life. However, conditions at the present time are improving and the next three years will be years of prosperity, they believe.

According to Mr. Reed, whose office operates throughout the South and Ohio and Indiana in the north, conditions have shown a marked improvement since July 1. The South, being largely devoted to agriculture, has as a whole suffered more than the North, although conditions in Kentucky have been fairly good. The break in the prices of farm products has made the cities a more favorable ground for operations than the country. The farmer at the present time is hard up, but is coming through admirably and will soon be on his feet again.

Sees Conditions Improving

Agents are having difficulty in keeping business at the present, Mr. Reed said, as is always the case when the field is oversold, as it was last year. Mr. Reed predicts a gradual betterment of conditions for the rest of the present year, 1922 will be a good year, 1923 better, and the year 1924 will bring the greatest period of prosperity in the history of the country, he believes. But, he warns, specialization is on the increase, and a man will have to know his business in order to be able to sell insurance. Specialization is developing to finer and finer degrees, he declared.

Conditions in Kentucky are better than in Eastern and extreme Southern states, according to Mr. Powell, and are getting better all the time. Written business is keeping up, he said, but paid-for business is about 20 percent behind.

Salaried Men Best Prospects

The salaried classes are the best prospects at the present time, Mr. Powell stated. His income varied little, during the period of greatest prosperity was low, but its purchasing power increasing now and his income is comparatively high. Mr. Powell also said that his company found good prospects among the wealthy classes in the shape of millionaires who are trying to avoid inheritance taxes.

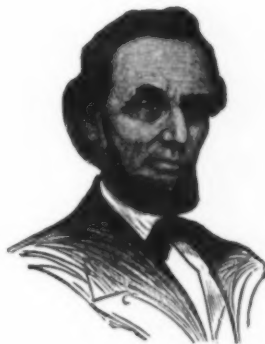
There is no necessity for agents taking premium notes on new business, Mr. Powell declared. A few agents are doing it, he said, holding it out as an added inducement, but they could get cash if they asked for it.

"We can't go back to the boom year of 1920," said Mr. Powell, "but we can do better than 1919, which was a very good year."

Start Fraternal Service

Luther, Egan & Springston, the Chicago general agents, have organized the American Fraternal Service Company, an incorporated agency to furnish actuarial and expert service to fraternal organizations without in any way interfering with the orders or their purposes. The firm states that if it finds that the membership of the fraternal is better served by giving it full reserve protection instead of the assessment form, this will be arranged for, under a plan which will provide life, health and accident insurance.

The Equitable Life of New York has appointed E. G. McDonald district agent at Ladysmith, Wis.



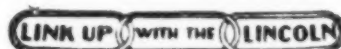
"Full Speed Ahead"

BUSINESS which appears to have given its every energy to the defending of the rear must turn to attack if it is to push forward.

Defenders must change to leaders if we are to reconstruct our war wrecked economic system. Aggressiveness is already being rewarded.

Such a vital force of enterprise is the spirit of The Lincoln National Life Insurance Company. Its ambition to serve has allowed it to give no thought to weak-kneed, anxious defense. It has pushed ahead with an ardor and zeal which have brought most gratifying returns for the first half of 1921.

You link up with an energetic force which is always on "full speed ahead" when you



The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Indiana

Now More Than \$175,000,000 in Force

ILLINOIS LIFE INSURANCE CO.

CHICAGO
JAMES W. STEVENS, President

**GREATEST
ILLINOIS
COMPANY**

**WANTS GOOD MEN
AND
WILL PAY THEM WELL**

Insurance in force ^{more than} \$128,000,000

EXPLAIN DETROIT PLAN

SAVINGS AND INSURANCE IDEA

**American Loan & Trust Company
Places Its Life Insurance With
the Lincoln National Life**

R. E. Bassett, manager of the protective savings department of the American Loan & Trust Company of Detroit, calls attention to the fact that its savings and life insurance proposition involves a resolution to save a certain amount in five years. At least \$600 must be the goal. A person deposits \$10 a month which will give him \$600 at the end of five years. If he desires to save \$1,200 the deposit must be \$20 a month. The deposits run in multiples of ten. As soon as the depositor pays his first month's deposit an insurance policy for the amount desired at the end of the five years will be taken in the Lincoln National Life.

Insured During Full Period

Mr. Bassett says that the plan of his bank is not a decreasing term insurance proposition similar to that which the Lincoln National Life has in many cities. The depositor is insured for the full amount over the entire savings period which is five years. The premiums are paid out of the monthly deposits. In the event of death while the account is in force, the bank will pay all the depositor is insured, and in addition, the amount of the deposit including interest on his savings. The savings account draws 3 percent interest. At death the only deduction is the cost of carrying the account and the cost of the insurance.

Gets Real Estate Bonds

When the contract is completed the depositor receives \$600, \$1,200 or whatever amount he is entitled to in the shape of 5 percent first mortgage real estate gold bonds. Should a person fail to keep up his monthly deposit, he will receive what he had paid in plus 3 percent interest, but less the cost of carrying the account and the cost of the insurance. According to the American Loan & Trust Company plan a depositor can borrow at the current rate of interest, any sum of money up to 80 percent of the total amount that he has paid in less the amount reserved for carrying costs. The American Loan & Trust Company is doing a very fine business on this plan.

Cleveland Life's Meeting

The Cleveland Life's agents who are members of its Foremost Club are holding their annual meeting this week. The festivities started Tuesday when President William H. Hunt and Walter D. Sale, a director and member of the executive committee, gave addresses of welcome. The agents were taken to Sandusky and from there to Cedar Point, where the business sessions were resumed Wednesday morning. H. M. Moore, vice-president, gave the opening address. There was a presentation of club emblems and the installation of the new club officers. Home office people and members of the club spoke during the remaining sessions. The members left Friday afternoon for Cleveland. The outside agents had a farewell meeting Saturday morning in President Hunt's office.

AID TO BUILDING LOANS

LIFE COMPANIES JOIN POOL

**Equitable, Home and New York Life
Work With Banks to Block
Municipal Financing**

NEW YORK, Aug. 9.—Bent on doing their share in providing facilities for mortgage loans to aid the housing situation, several of the life insurance companies in New York City met with representatives of some of the big banks last week to provide the necessary funds. The life companies which helped to form the pool to lend some \$2,900,000 for building purposes were the Equitable Life, New York Life and Home Life.

The meeting which was attended by the banking interests was held at the head office of the Title Guarantee & Trust Company in New York and the facilities of this institution will be used to carry through the campaign. It is believed that this is but the first of other similar pools to be launched shortly to aid the builders of homes. At the present time the cost of raising small building loans, particularly, is often 10 percent and this is what is holding back the builders more than any other factor.

The fact that materials have fallen about 25 percent and that labor is cheaper is not in itself sufficiently important to encourage building in the metropolitan district. It is figured that unless the big insurance companies and the banks are more liberal than they have been in supplying funds for building purposes, some form of municipal financing for builders would be demanded as a result of the Lockwood Committee's hearings before Counsel Samuel Untermyer sailed for Europe.

It is an open secret that Mr. Untermyer is ready to go ahead with this phase on his return from abroad. This move, participated in by the insurance companies which have been criticised in common with the banks, will have the effect of weakening his case against them. The pledges made at the conference held last week ran from \$100,000 to \$500,000 each.

Iowa Increases

DES MOINES, IA., August 8.—Life business in Iowa has shown a marked increase in the first half of the year, according to figures given by the state. Securities on deposit with the insurance department increased \$6,912,925 during that period and the greater part of the increase was made by life companies, the securities deposited by them increasing \$6,086,630. On January 1, life insurance companies had on deposit securities amounting to \$112,130,011.54, and during the six months deposited an additional \$14,748,097.90, while \$8,661,476.22 was withdrawn, leaving a total on deposit on July 1 of \$118,216,642.22.

There was an increase of \$691,518.27 in the amount of securities on deposit by fraternal organizations. The total amount on deposit January 1 was \$11,713,450.03, and during the half year \$1,818,518.00 was deposited while \$1,126,993.73 was withdrawn, leaving a total on deposit on July 1 of \$12,404,968.30.

The world is rarely easy with the man who takes things easy.

LIFE COMPANIES' SEMI-ANNUAL FIGURES

(Filed with Georgia Department)

	Assets	Surplus	In Force	Income	Six Months— Disb'm'ts
*Cloverleaf L. & C., Ill.	\$ 611,461	\$ 243,751	\$ 6,705,603	\$ 515,887	\$ 516,054
Conn. Mutual	92,950,723	398,000,000	2,700,055	6,183,921
International, Mo.	16,668,586	1,177,794	142,419,603	2,133,996	2,051,252
National Life Ass'n	1,552,625	70,963,000	517,576	352,321
Pan-American, La.	9,442,664	1,615,918	91,216,430	1,657,478	1,025,650
Southern, Tenn.	402,647	114,369	11,500,000	306,254	271,548

*Includes Sick and Accident department.

FEDERAL LIFE MUSTER**COLORADO SPRINGS MEETING**

Leading Producers of the Company
Prepare a Very Interesting Pro-
gram for the Convention

The Federal Life of Chicago will hold its agency convention at Colorado Springs, Colo., Aug. 16-18. The program is:

Tuesday, August 16—9:30 A. M.

Call to Order by R. A. Ridgway, president of the Federal Life Club.
Roll Call by Secretary George H. Bar-

more.
Annual Address, R. A. Ridgway.
Greetings from Home Office, Isaac Miller Hamilton, president Federal Life.
Response on Behalf of Life Department, R. F. Short, Tex.

Response on Behalf of the Accident & Health Department, E. B. Forsythe, Mo.
Address: "Education for Insurance Salesmen," G. A. Warfield, Dean, School of Commerce, Accounts and Finance, Denver.

Afternoon Session, August 16

Address: "Some Con Stuff from the Conning Tower," Cyrus K. Drew, Editor Insurance Report of Denver.

Presentation of Gold Prizes by President Hamilton as follows: To C. E. Scruggs, Texas, Special Grand Prize of \$300; to J. S. Baldwin, Texas, Special Grand Prize of \$200; to R. S. Pope, Michigan, Special Grand Prize of \$100; to W. E. Moreland, Oklahoma, \$100; to Fred Hicks, Michigan, \$100; to M. L. Wood, Oklahoma, \$100; to R. F. Short, Texas, \$100; to T. J. Wood, Oklahoma, the junior first prize of \$100; to S. J. Heinmiller, Michigan, junior second prize of \$50; to C. L. Murrie, Texas, junior third prize of \$25; to S. J. Heinmiller, Michigan, second prize of \$50 in gold; to H. H. Thomas, \$3,110, first grand commercial accident and health prize of \$100 (claim ratio 30%); to J. S. Baldwin, \$8,650, second grand prize of \$50 (claim ratio 32%); to R. A. McCartney, \$7,796, third prize of \$30 (claim ratio 34%); to Rene Rosenbath, \$7,736, fourth prize of \$20 (claim ratio 30%); to Lee O. Wright, \$5,217.67, first grand monthly premium accident and health prize of \$50 (claim ratio 37%); to C. W. Revell, \$3,884.79, second prize of \$30 (claim ratio 36%); to R. G. Keller, \$1,555.19, third prize of \$20 (claim ratio 19%).

Address: "Methods to Interesting a Prospect in Life Insurance and How to Impress Him with the Need of Same," W. E. Moreland, Okla.

Discussion Open to All Members led by (1) C. E. Scruggs, Tex., (2) R. F. Short, Tex.

Address: "Fitting the Policy to the Prospect," R. S. Pope, Mich.

Discussion Open to All Members led by (1) W. E. Barrett, Tex., (2) G. G. Peaper, Okla.

Address: "Getting a Start in Territory Where the Federal Is Unknown," Ross L. Bunting, Iowa.

Discussion Open to All Members led by (1) R. Vanden Bosch, Mich., (2) J. O. Fox, Texas.

Second Day, August 17

The second day will be devoted entirely to recreation. An interesting sight-seeing trip will be arranged for club members and guests.

Third Day, August 18

Address: "A Message to the Federal Life Field Representatives," George Bar-bore, Superintendent of Agents.

Address: "The Three-fold Duty of a Life Insurance Agent. 1st. His Duty to Family and to Self. 2nd. His Duty to Prospects and Policyholders. 3rd. His Duty to His Company," Ben Thorp, Tex.

Discussion Open to All Members led by (1) R. S. Pope, Mich.; (2) J. W. Hol-singer, Ill.

Address: "The Methods and Opportunities of Building a Monthly Premium Accident and Health Debit," Lee O. Wright, Georgia.

Discussion Open to All Members led by (1) G. S. Beedle, Missouri; (2) B. F. Thornton, Tennessee; (3) C. W. Revell, Georgia.

Address: "The Opportunities for a Woman in the Insurance Business," Mrs. G. G. Peaper, Oklahoma.

Discussion Open to All Members led by (1) Ben Thorp, Texas; (2) R. A. Ridg-way, Missouri.

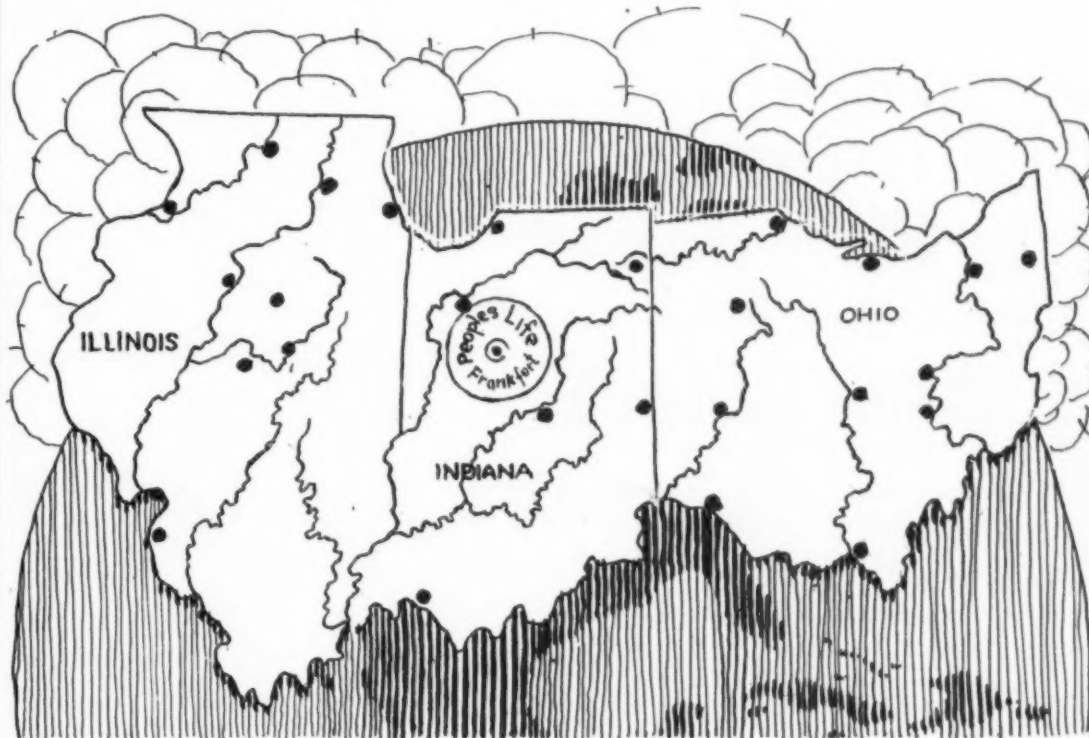
Address: "Business Insurance," C. L. Murrie, Texas.

Discussion Open to All Members led by (1) H. E. Lane, Illinois; (2) Morris Hoch-berg, Texas.

Address: "Methods of Interesting a Prospect in Accident and Health Insurance and How to Impress Him with the Need of Same," G. C. Bohon, Kentucky.

Discussion Open to All Members led by (1) H. H. Thomas, Illinois; (2) R. A. McCartney, Iowa.

(CONTINUED ON PAGE 17)



Working One Good Thing

The tendency to be always making for a distant pasture that seems much greener than the one we are in is a common human failing. Nearly all of us have that to overcome before we can settle down to the real, constructive work that really brings success.

The men managing the Peoples Life have long since discovered the fallacy of being rolling stones and work steadily, surely and resultfully in one worth-while field restricted to a size that permits ample attention to all details.

Within a hundred and fifty miles of Frankfort, in Indiana, Ohio and Illinois it is operating an agency force that is remarkable for the thoroughness with which it works its field.

And if you doubt the soundness of the theory that sticking to one thing and working it intensively pays you have only to examine the prosperity of Peoples Life agents.



PEOPLES LIFE

Insurance Company

Frankfort, Indiana

Public Life Insurance Company

Incorporated As a Stock Company Under The Laws of the State of Illinois

Capital, \$500,000.00

Ordinary and Industrial Insurance Issued
at all Ages From One to Seventy

ALFRED CLOVER
General Manager, Chairman Board of Directors

LOUIS NAROWETZ, President

J. W. SINGLETON, Secretary

WILLIAM SCHAARE, M. D.
Chairman of the Medical Board

HOME OFFICE:

108 South La Salle Street

CHICAGO

ILLINOIS

Having recently entered
Indiana

THE FRANKLIN

Life Insurance Company,
of Springfield, Illinois,
has several unusually attractive openings in that state for life men of general agency caliber.

—□—

Contract direct with the
Company.

—□—

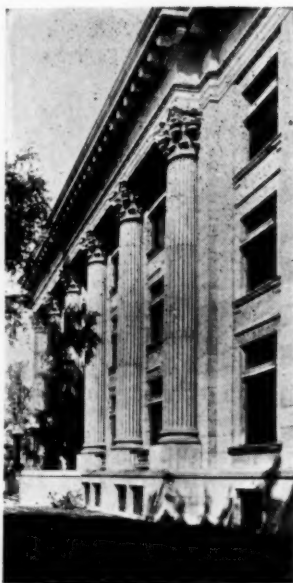
Over \$125,000,000 of insurance in force.

—□—

The remarkable growth and achievements of **THE FRANKLIN LIFE** are due to its traditional "Aggressive Conservatism" and the splendid co-operation between the Company and the Agency Staff.

Let us know something about your qualifications and your ambitions as an insurance man, and we will give you the details of our proposition.

Write direct to the Home Office,
Springfield, Ill.



FRATERNAL INSURANCE HAS SOME PROBLEMS

Readjustment in Rates Has Resulted in Selection Against the Various Institutions

ARE RATES YET ADEQUATE

Modern Woodmen, the Largest One in the Country, Depends on Its Own Experience

A man who has been identified with fraternal insurance during most of his career declares that while the Mobile law governing fraternal insurance and requiring adequate rates has helped the situation materially, yet the question as to what rates are "adequate" is all important. The Modern Woodmen of Rock Island bases its rates on its own experience. The Modern Woodmen has had a wide experience, having had something like 12,000,000 lives exposed. On Jan. 1 of this year it had in outstanding insurance \$1,627,671,000.

The Modern Woodmen rates are less than those provided for under the National Fraternal Congress table. Whether these rates will be adequate as time goes on, remains to be seen. The Modern Woodmen experience is based, of course, on the policy of medical selection that has been in vogue in the past. Furthermore, the Modern Woodmen, which has largely built up its big business in the agricultural communities is now pushing out into the cities. Will it be able to secure the fine selection in the urban field that it has in the country districts? Furthermore, the Modern Woodmen has built up against the readjustment problem and that experience is one of the most disastrous that any fraternal can encounter. All of the older fraternal have been forced to increase their rates. They started on a low basis and as time went on it was apparent that their increasing mortality would swamp them. Therefore, rates were increased. A large number of younger lives always drop out leaving a very sharp selection against a company. It is this adverse selection that plays havoc with the mortality experience.

Plight of Older Fraternal

The fraternal insurance man already quoted said that in his opinion a new fraternal could start basing its rates on the National Fraternal Congress table and could probably pull through successfully. He doubts, however, whether it is possible for the older fraternal to do this, simply because they have to take care of the older business that stuck with them during the readjustment period and which is not as desirable from a mortality standpoint as the lives that pulled out.

The influenza, of course, played havoc with all the fraternal and in many cases wiped out their accumulated surplus. Had it not been for the influenza it is doubtful whether the Modern Woodmen members would have voted to increase its rates. The Modern Woodmen had been running along with death benefits paid amounting to about \$12,000,000 a year. In 1918 the benefits paid ran up to over \$18,000,000 and in 1919, \$21,526,138. Last year the mortality experience was getting more normal as the death benefits paid amounted to \$17,317,748.

Cost of Management

The cost of management per member of the Modern Woodmen has increased materially. In 1917 the cost was 90 cents. Last year the cost had risen to

\$1.27. All fraternal are confronted with the increased cost of operation, as are the old line companies. However, the old line companies have not increased their rates and are able to meet the expenses out of the loading. Most of the fraternal have had to pay their deputies or their organizers more than in the past. This has made the acquisition cost more. The Modern Woodmen had on Jan. 1, 1,059,344 policyholders. That is by far the largest fraternal organization. The question arising with the Modern Woodmen or any other fraternal that has any age and that has gone through the readjustment period is whether the same conditions will continue in the future as in the past. The Modern Woodmen keeps its country and city business segregated and it is stated that the city business shows a mortality of four or five points above that of the rural business. In case of the city business, especially in the larger centers there is always the danger of imposition on any life insurance company unless its interests are carefully looked after.

Big Social Orders

A number of fraternal men have been wondering whether the big social organizations, like the Order of Moose, the Elks, the Eagles, the Orioles and so on, will branch out into the insurance field. Some of these organizations have had a marvelous growth. It is stated that the Order of the Moose is now investigating the fraternal insurance plan. It may be possible for the old line companies to work out some system of life insurance that can be adapted to the membership of the secret societies and social organizations whereby they can be insured in bulk.

The fraternal man quoted said that it would be very difficult today for a new fraternal to start out and work up to any volume of business that would enable it to compete with the larger and better known organizations. They now have the momentum and the membership that carry them along. He feels that the old line companies should endeavor to work out plans that will enable them to meet the needs of the big secret societies or other groups so that by insuring in large numbers the cost can be reduced. This is being done to a large extent by companies writing group insurance, but it may be refined still further.

Frisco Advertising Campaign Dropped

The advertising campaign which the life insurance men of San Francisco started to work on, and which was itself advertised considerably throughout the country, will not materialize. At the outset several of the local managers who were asked to contribute didn't like the way it was being organized so the managers as a whole named two others as advertising committee. Copy was drawn up and everything looked as though it were going over. The money was pledged, \$3,500, when the copy was presented to the Carnegie School class in San Francisco and straightway things began to happen. It was then proposed that the students prepare the copy. This did not meet with the approval of those who were going to pay the freight, so there will not be any life insurance advertising this year in San Francisco.

Pan-American Agents Meet

Jackson, Miss., Aug. 8.—After being in session here for two days, the Pan-American Life Agents' convention was brought to a close last week with addresses by C. D. Corey, general superintendent; E. C. Simmons, general manager, and J. E. Woodward, secretary.

Approximately \$1,000,000 in new business was pledged by Mississippi agents for the silver chest contest, which will close October 31.

E. W. Dees, Jackson state manager, presided during the convention.

A man never earned promotion by saying "It isn't my job to do that."

POLICY LOANS HINDER MORTGAGE INVESTMENT

Some of Big Companies Forced to Suspend Making Farm Loans

CONDITION IS TEMPORARY

Union Central Life, for Example, Expects to Resume Activity Along That Line by Sept. 1

As in many other fields for the use of capital, there is an abnormal demand at this time for farm loans. This demand comes upon life companies at the same time that policyholders are taking advantage of the loan privileges of their policies and are borrowing literally millions of dollars. Some companies which have followed a careful conservative course in making their farm mortgage loans during the last few years and who would be willing to make such loans now under the right restrictions are prevented from making them because of this abnormal demand for policyholders' loans.

Among the companies which are making no farm mortgage loans just at this time is the Union Central, ordinarily one of the big farm loan companies. This company has adopted no hard and fixed policy as to just what it will do in the farm mortgage field, but it may be stated that, in general, it is looking forward to a renewal of making farm loan mortgages about Sept. 1 of this year. If the company is in the market at that time for farm mortgage loans, it will follow rather closely these general lines: No loans on land purchased since 1915 unless farm was purchased at 1915 normal value or less and where at least one-half of the purchase price was paid in cash by the buyers. This will prevent any financing of farmers who are operating on a shoestring, financially speaking, and insure loans to those who have a substantial sum of their own in the farm.

Not Concerned About Downward Trend

The Union Central is not at all concerned about the present downward trend of farm value so far as its effect upon the integrity of Union Central farm loan mortgages. Union Central loans are constantly made upon a basis which places the company in a practically impregnable position so far as temporary fluctuations in values are concerned. And by the word temporary, a period of several years may be included. In the words of one of the Union Central officers, farm market values in the past several years have been simply preposterous. The sales price on farms has not represented intrinsic value, but has far exceeded it. According to Henry Wallace, present secretary of agriculture, land has three values. One is the intrinsic value, which may be computed by considering the average crop return from the land over a period of five or ten years and then figuring the value of these crops at the average price received for them over that period. Then there is the market value, which is the price which some one is willing to pay for the property upon the possibility of selling it to another man for a higher price, and finally there is a social value to land, determined by attachment of long-time citizens to a neighborhood, making them hesitant to sell and frequently placing them in the market for land adjoining their own. Union Central loans have been made upon the normal intrinsic value, computed upon the basis of average crop returns and average

crop prices over a period of from five to ten years.

The Union Central is not guided in the making of its farm loans exclusively by current conditions, as for instance a poor crop year in a certain section. Even where there may be a series of two or three poor crop years in succession, it is the law of average which determines its policy.

Agricultural Authority's Comment

That the Union Central farm loan policy both in the past and as contemplated for the future is a sound one, though two or three years ago it might have seemed ultra-conservative, is indicated by a statement of Prof. G. F. Warren of the New York State Agricultural College, a statement endorsed by the United States Department of Agriculture, that "the product of an acre of cotton, sold this year, will bring 61 percent of the quantity of general commodities that the product of an acre of cotton would have brought as a five-year average before the war," and that "in only one year of the last 43 would the product of an acre of cotton have brought so little."

"In spite of an exceptional large yield of corn per acre last year, the product of an acre of that crop, if sold this year, could be exchanged for only 73 percent of the average quantity of other commodities that an acre of corn would have brought as a five-year average before the war."

"The yield of oats was also exceptionally large last year, but the product of an average acre would buy 74 percent of the usual quantity of other things, and if the price of oats alone be considered, a bushel of oats will buy 63 percent of the usual quantity of other things, which is the lowest in 55 years."

Disparity of Income With Other Classes

The chief disturbing factor in connection with farm mortgage loans just at this time is the great disparity between the farmer's income as compared with his income two years ago and the income of other occupational classes, which have not suffered anything like the decreases in values or income which have come to the farmer. When a farmer ships hides 150 miles and then does not receive enough for the hides to pay the railroad freight on these hides, when a wool grower brings to market 175 pounds of wool and doesn't get enough for that wool to buy a decent suit of clothes which contains not more than five pounds of wool, when an Oklahoma farmer offers a bale of cotton for a chisel, the producer on the soil is in a serious condition, a condition which warrants careful consideration on the part of every citizen. These are all facts of great interest to those concerned with the making of farm loan mortgages at this time, according to the Union Central officer. The present United States census report giving farm loan values by states and cities, the preliminary reports of which are now being issued are also of great value. Current crop reports from the United States Department of Agriculture and from its own representatives in the field are sources of information used by the Union Central.

Character of Applicant Important Factor

It must always be remembered that after all of the figures have been compiled and considered, a final factor having a most important bearing, if not the most important bearing, upon farm mortgage loans, is the character of the applicant. If he is a man of grit, honor, integrity and determination, he may be a far better risk on a poor farm than a man of shiftless qualities on a good farm. Values and personnel are the two factors to be considered.

The situation may be summed up in this way, that where a company has followed a sound conservative policy during the years of inflated values just gone by, there is not the slightest reason for alarm and it is only necessary for the future to adopt a policy which will prevent the making of loans based upon those inflated values.

Who Buys Insurance?

THE wealthy man says he doesn't need life insurance; the poor man says he can't afford it; the in-between man says it doesn't pay—and yet, there are billions of dollars of life insurance in force in the country.

How Do They Do It?

Alert companies and ingenious agents is the answer. All the various reasons that different classes offer against life insurance have adequate answers. It's just a question of putting the insurance into forms whose benefits are readily understood and of catching and holding the prospect's attention until he examines those benefits.

Then you congratulate him on his good judgment.

In Texas, ingenious agents who see a prospect in every man and start right in to determine which presentation will sell him, prefer to work with the Amicable.

The company has a thorough knowledge of the needs and characteristics of the state and that knowledge is made usable by saleable policies and a close co-operation that gives agents a low percentage of calls per sale.



THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary and General Manager; J. H. HIGGINS, H. E. WRIGHT, NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

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Public Favor Is Seen

CHARLES H. PARSONS, general agent of the NORTHWESTERN MUTUAL at Toledo, O., in discussing the question of agency turnover, thinks that the familiar topic in the programs of meetings of general agents, "How to Find Agents" will, in time, no longer occupy a place in the discussions. In its place will be, he says, "Methods for Better Selection and Better Training of the Agents."

MR. PARSONS takes a hopeful view of the situation. With the public becoming better informed as to life insurance, realizing its vast possibilities, its functions and its accomplishments, the people are turning to it with greater avidity as the one means of creating an estate that is absolutely safe and that does not depreciate. With the great favor shown on part of the public, life insurance will become more and more popular. The life insurance man himself will be received and his story will have rapt attention. The very fact that the caliber and character of life insurance agents have advanced has done much to bring greater credit to the business of soliciting. Young men who are college bred find that life insurance offers a lucrative and interesting field. They can put into play much that they have gained during their college course. The CARNEGIE SCHOOL, the UNIVERSITY OF DENVER and others that are offering life insurance special courses, are doing much to furnish efficiently trained men and women.

The High Cost of Doctors

THE experiment of a number of Canadian companies in writing thousand-dollar life policies without medical examination will be watched with interest in the states because of the growing cost of medical examinations.

If the increase in cost were solely in larger fees, companies would have less to worry about because the increasing size of the average policy would take care of this. But agents and the public are becoming less tolerant of the delays that medical examinations bring about. Goodwill, which is sought at considerable expense in other ways, is lost through delays. To many people, the word service means speed and when medical examinations reduce speed, agents and public feel they are not getting service.

During the hectic days of war and post war extravagance, the public was calloused to a lack of service. Now it is sulking. It is not demanding service but it is refusing to deal unless service is thrust upon it.

But probably more important than the loss in goodwill is the loss in morale

Regardless of the amount of life insurance that will always be produced from part time men owing to the conditions under which the field is worked, the demand for the life insurance specialist and trained expert will be greater. As the people become better acquainted with the economic functions of life insurance and its adaptability toward meeting the financial program of any man, there will be a demand for those who can interpret in a practical way, life insurance contracts and can explain their adaptation to life's contingencies.

Many companies now have taken up various educational programs for their own agents. Some are conducting a training school at their home offices. Many have gotten out educational correspondence courses. General agents themselves have worked out educational plans for new men. Those in the ranks are being made more efficient. Agents are being told that they can make more money and they can render a larger service if they are better equipped for their task. The educational idea has gripped life insurance men and it is destined to be a bigger factor than ever before in agency development. The vast agency waste will be cut down. Life insurance, year by year, will bring more and more into the field of soliciting the type of men that is representative of the best in America.

among agents. Delays not only reduce enthusiasm but even cause sabotage and strikes. It is unorganized sabotage and the strikes are individual, but they are costly, just the same.

When a laborer maliciously damages a machine, his crime is called sabotage. Peeved by a doctor's shortcomings and the inclination, whether actual or imagined, of the company to stand by the doctor, an agent frequently destroys enthusiasm, the esprit du corps of an agency organization. Then he is practicing sabotage.

Part of the time the agent has a legitimate reason for protest and part of the time he has not. He has no moral right, however, to make his protest in form of sabotage.

The medical department that is deaf to the protests or impatient of the protestors is encouraging the lessened importance of the doctor in life insurance. It is working for the more general adoption of the Canadian experiment and the adaptation of the group plan for business other than strictly defined group insurance cases.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

George Kuhns, president of the Bankers Life of Iowa, has been spending his week ends this summer at Spirit Lake, Iowa, and indulges regularly in his early morning dip in its limpid waters. He plunged in one morning recently and stood in about five feet of water while surveying the peace and beauty of the early morning scene. There came a gentle tap-tapping on the bright metallic buckle which marks the front center of his bathing suit. After due reflection he realized that some of the denizens of the deep were investigating his belt buckle as a possible source of nutrition. He moved gently toward the shore and a school of at least two dozen beautiful blue gills from six to eight inches long followed him all the way to the dock. This performance was repeated and Mr. Kuhns was soon on friendly terms with his proteges.

O. G. Wilson, agency manager for the Bankers Life, was enjoying an outing in a nearby cottage, and joined Mr. Kuhns at the dock. Mr. Kuhns told him of his experience with the fishes and Mr. Wilson informed him that this school of fishes had been tamed through a long course of kind treatment mingled with judicious feeding. Mr. Wilson then demonstrated to Mr. Kuhns how friendly the fishes really were. He took some bread into the water, showed it to the fishes above the water, and showed how they jumped clear of the water to secure tiny morsels of the highly desirable food. Messrs. Kuhns and Wilson stand ready to vouch for the authenticity of these remarkable experiences.

John L. Shuff, general agent of the home office agency of the Union Central, is spending his vacation with Judge L. J. Hackney, at the latter's summer home in the Thousand Isles. In the absence of Mr. Shuff, W. Howard Cox, assistant manager of the agency, is carrying on a very vigorous campaign for new business, and is meeting with such marked success that the first week of August, 1921, has produced more business for the agency than did the corresponding week of 1920.

John J. Huber of the St. Louis agency of the Missouri State Life made an experiment in straight canvassing the other day that shows what can be accomplished by a man who is industrious and forges ahead. He selected from the telephone book 50 names of people who live within walking distance of his home. He started out soliciting each one, resulting in 21 applications totaling \$21,500. He had a passing acquaintance with some of these people and others he did not know. He secured 21 clients, friends and policyholders. He now knows all about them and will keep in touch with them for further insurance.

H. B. Rosen, star producer of the New York Life in New York City received in first year and renewal commissions from that company during 1920 the tidy sum of \$231,348. He undoubtedly had a still further income of importance from other companies in which he placed his surplus business last year. It is evident that the income tax collector had a lively interest in the statement filed by the leading agent of the world in life insurance work.

There is little doubt as to what agency leads the world when the figures in Schedule G of the annual statement for 1920 filed by the Equitable Life of New York are reviewed. The E. A. Woods Company of Pittsburgh received as gross income from the society during 1920 no less than \$893,292 and the payments to E. A. Woods being \$86,746. This agency had a magnificent total income on account of agency work of \$980,038. It should not be overlooked however that the sum thus received was largely paid out to sub-agents in the shape of first year commissions and renewals and that this in

no sense represents the personal income of Edward A. Woods.

Mrs. Daisy E. Bagwell of Georgia had the distinction of being the only woman who qualified for membership in the Marathon Club of the Northwestern Mutual Life for the agency year ending June 30 last. Membership in that club is restricted to those writing 100 or more lives. Mrs. Bagwell wrote 116 lives for \$240,000 in the year. She was the guest of honor at the recent agency banquet sitting next to Superintendent of Agents Copeland. She blushed very prettily whenever the agents burst into song with "Georgia, Georgia, that's where the peaches grow." No one who saw Mrs. Bagwell had any doubt of it whatever.

J. A. Mortimer of Wisconsin, who represents the Northwestern Mutual, was a school teacher until June, 1920, and added to his income by writing life insurance on the side. At the end of the school year in 1920, Mr. Mortimer decided to become a whole timer and went at the business in earnest. His record for the year ending June 30 last shows that he wrote \$266,500 on 115½ lives. Mr. Mortimer is still an educator, for writing life insurance is merely educating people to understand the need for it. But he is now an educator who gets an income commensurate with the work he does, a fact which teachers are beginning to comprehend to their advantage.

The Hall Cup presented in honor of Arthur F. Hall, manager of the Lincoln National Life and awarded to the agency which writes and pays for the most business produced in the month of May, is won this year by the Chicago general agency of Knox, Payne & Spear. Competition was very keen and the lead of the Chicago agency was only by a few thousand dollars over that of the R. C. Lowes agency of Peoria, Ill., which was second, and the home office agency third.

A. L. Hart, agency manager of the Des Moines Life & Annuity, drove over 2,000 miles in his automobile in various parts of Iowa during the last two weeks. While on the trip, he saw 500 threshing machines at work and met at least 500 teams or trucks hauling the crops to town. Mr. Hart reports that everywhere in Iowa there is a more optimistic attitude. One banker he interviewed said, "In the past two weeks we have shipped 30 cars of wheat from this town, which means that nearly \$30,000 will be paid in obligations, and the money put in circulation." All along the line, Mr. Hart heard reports of good crops and better prices. Everywhere there seemed to be a spirit of optimism that has not been evident in Iowa for some time. Mr. Hart feels that the improvement in conditions on the farm will very soon reflect itself in the life insurance writings of companies operating in Iowa.

H. H. Putnam, head of the publicity branch of the John-Hancock Mutual Life is getting out a mighty fine agency paper in the "John-Hancock Signature." Mr. Putnam is a former insurance journalist and a man of discriminating judgment. The "Signature" is gotten out in different shape than any other agency bulletin. Mr. Putnam has fine ability, the "Signature" is well edited and the stuff in it is worth while.

State Senator E. Lee Trinkle of Wytheville, Va., won the Democratic nomination for governor of Virginia over Harry St. George Tucker of Lexington. Mr. Trinkle is first vice president of the Shenandoah Life of Roanoke. The Democratic nomination in Virginia is of course equivalent to election. John Edward Rose, Jr., district manager at Richmond, Va., for the

Union Central Life, was nominated for commissioner of the revenue in a spirited race. So close was the race that it took an official count to determine the winner. The job pays \$10,000 a year. Mr. Rose will take office Jan. 1. He received large support from the younger business men of the city, with whom he is very popular.

E. A. Marthens, of Milwaukee, vice-president of the Great Northern Life of Wausau, and president of the Wisconsin Federation of Insurance, has just received announcement of his appointment upon a new committee of five of the International Kiwanis clubs, which is to develop the concept of Kiwanis through educational effort of international scope.

Miss Doris M. Goethe, of Nebraska, is the first woman agent to have her picture appear on the back cover of the "Emancipator," the agency publication of the Lincoln National Life, as one of the ten leaders in paid for business for the month. Miss Goethe was third among all the agents of the Lincoln Life in paid for business for July. She was formerly convention hostess for the city in Omaha, and during the year that she has held a Lincoln Life contract she has turned in a very high grade volume of business.

American National Convention

The sixteenth annual convention of the American National of Galveston, Texas will be held in the home office city Sept. 2-3. A large number of the field men, including the Anico Club Leaders (Agents with paid for ordinary of \$100,000 or over for the year ending June 30) have made the allotment, permitting them to attend the convention with all expenses paid by the company.

The program of meetings and entertainment includes business sessions Friday when the officials and the field men will discuss various subjects of interest to all concerned.

Banquet and sea food dinner Friday, a cruise on Galveston Bay, bathing parties and picnic Saturday are planned.

New England Men Advanced

Charles H. Flood, manager of the home office agency of the New England Mutual Life at Boston, has been elected assistant secretary. He graduated from the English high school of Boston in 1886 and has been continuously with the company since that time. Dwight Foster, chief clerk in the bond and mortgage department at the home office, has also been elected assistant secretary. He has been with the company since graduating from Harvard University except the time that he was engaged in military service.

Carnegie Students Organize

The life insurance men attending the summer course of the Carnegie Tech School of Life Insurance Salesmanship at San Francisco organized last week and elected officers after a spirited meeting wherein politics of every kind and description predominated. Seth B. Thompson of the Union Central Life was elected president of the class, Bill Stinger, who is noted as a writer of light verse as well as a life insurance agent, was elected vice-president and Charles W. Helser, Jr., of the West Coast secretary-treasurer.

Organizing for Business

The Mountain States Life of Denver is now revamping its organization preparatory to making a campaign for business. Some of its men are now in the field. President C. W. Fairchild of the company states that before many days it expects to be writing at the rate that prevailed before its recent clash with the Colorado department. There has been no change in the official personnel of the company except that E. P. Perrine, vice-president of the company, was requested to resign.

Imagination always precedes accomplishments.

THE STATE MUTUAL LIFE ASSURANCE COMPANY OF WORCESTER, MASSACHUSETTS

Incorporated 1844



NOW operating in 22 states and the District of Columbia—through its loyal and efficient agency corps produced in 1920—its 75th Anniversary Year—the largest amount of paid business in the history of the company.

In every department the company experienced its most successful year.

B. H. WRIGHT
President

STEPHEN IRELAND
Superintendent of Agencies

D. W. CARTER
Secretary

MUTUAL LIFE OF ILLINOIS

HOME OFFICE
SPRINGFIELD, ILLINOIS
An Old Line Legal Reserve Life Insurance Company
A Company of Service

Service to Policy Holders Service to Agents Service to the Public
Operates under the Famous "Registration Act" which requires the reserve on every policy issued to be deposited and held in Trust by the Insurance Department of the State
Live Up-to-Date Policies Ordinary Life Limited Payment and Endowments
A few good openings for good live producers in Illinois. Correspondence invited.

H. B. HILL, President G. C. ROCKWOOD, Vice-Pres. JAS. FAIRLIE, Vice-Pres. and Actuary DR. J. R. NEAL, Sec.

A POINT IN YOUR FAVOR

The Grange Life is an opportunity for live agents. They have that opportunity of selling a policy lower in cost than many others and can still go into any community, confident in the knowledge that the protection they offer cannot be bettered nor the company they represent be outdone in service.

GRANGE LIFE INSURANCE COMPANY LANSING, MICHIGAN

N. P. HULL, Pres.

C. H. BRAMBLE, Secy. and Treas.

I. D. WALLINGTON, Supt. of Agents

THOMAS J. OWENS, President

DR. ALBERT SEATON, Vice-President and Medical Director

CLAUDE T. TUCK, Secretary

CENTURY LIFE INSURANCE CO., INDIANAPOLIS

Capital, \$200,000

NO ORGANIZATION EXPENSE

Surplus, \$100,000

All of the stock is held by a few substantial business men Managed by men experienced and familiar with all departments of life insurance work.
build a real life insurance company.

We offer agents experienced management, superior policy contracts, choice territory, progressive field and home office methods and an old-fashioned general agency contract that means money.

If you want to be affiliated with an institution that has real red blood in its veins—that has all the elements of growth and permanency—

Tell us where you want to work

QUALITY INSURANCE—CHARACTER SALESMEN

Wanted—Specialty Salesmen—Wanted

Any Sure Enough Salesman, who has the proper Intestinal Equipment, who is "Four Square" and willing to work; can make not less than \$20,000.00 per year helping us to continue the breaking of all Life Insurance records.

Great opportunity for the men who can qualify!!
From May, 1919 to May, 1920, Twelve months—one year—we wrote Ten Millions Life Insurance. How? Let us tell you. We have the plans; we furnish the leads. If you can qualify, write or wire.

**THE LIBERTY LIFE INSURANCE COMPANY OF KANSAS
TOPEKA, KANSAS**

MR. AGENT!

Do you care for QUALITY, not SIZE? Age, Sound Experience. Low Cost, a Splendid Record for 70 years?

Then why not take a General Agency in its HOME STATE for

THE ST. LOUIS MUTUAL LIFE

OUR AGENTS AND POLICY HOLDERS STICK! WRITE THE HOME OFFICE



The Prudential Insurance Company of America

Forrest F. Dryden, President

Home Office, Newark, N. J.

Incorporated under the Laws of the State of New Jersey

THREE RULES:

The Northwestern Mutual Life Insurance Company was the pioneer in establishing rules to protect itself and its agents against evils which demoralized the business.

For twenty-seven years it has enforced a stringent **Anti-Rebate Rule**.

For twenty-three years it has observed a **No Brokerage Rule** which prohibits the acceptance of business from, or the payment of commissions to, other than an agent of the company. Exception only is made in the case of legitimate surplus business and then only from a licensed agent of another company upon an anti-rebate agreement from him.

For more than twenty-eight years it has adhered to its present **Civil Service Rule** which provides that all appointments to general agencies shall be made from those already connected with the company and otherwise qualified.

To the literal enforcement of these rules is attributed, in large part, the success, high character and the loyalty of the agency force of

THE NORTHWESTERN MUTUAL

L I F E



INSURANCE

COMPANY

Milwaukee

Wisconsin

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May. PRICE, \$3.50 and \$2.00 respectively

LIMITS HAVE BEEN RAISED

Equitable Life of New York Makes Announcement As to Amounts It Will Write

The Equitable Life of New York has increased its limits of insurance from \$200,000 to \$300,000. Vice-President William E. Taylor says that during the last few years there has developed an increased demand for large amounts of insurance on individual lives. The growth of inheritance tax insurance has been a large factor in this demand. The increased limits, which are graded down from \$300,000 for ages above 50 and below 25 and for substandard business will govern the total insurance which may at any time be in force on one life. The limit for term insurance will be one-third of the respective limit on the table for new insurance and total insurance. For cases substandard on account of occupation the limit will be twice those shown in the table but in no case to exceed \$50,000 for new insurance or for \$75,000 total insurance. The Equitable has found it necessary to establish a minimum limitation of \$1,000 for any individual policy except for endowments running for 20 years or less for which the minimum will be \$500.

PUTS OUT NEW POLICY FORMS

Columbus Mutual Life Arranges to Issue Perfected Endowment Contracts Maturing at Various Ages

The Columbus Mutual Life is now putting on the market a new set of endowment policies devised by William W. Smith of Philadelphia who is president of the Perfected Endowment Company. Mr. Smith becomes connected with the Columbus Mutual Life and will appoint agents in the states in which the Columbus Mutual is entered.

The new policies are based on the ordinary life. These policies are converted into full paid life or endowments maturing at age 45, 50, 55, 60, 65 and 70. Mr. Smith in devising the policies has kept in mind the fact that the investment part of life insurance should be kept separate from the purely life insurance part. The criticism of the in-

vestment policy has been that in case of death the policyholder has paid considerably more than he should for his insurance and he gets no returns from the investment part. The chief activity of the twister is due to his juggling with the investment part of life insurance.

Under the perfected endowment form the policyholder is always protected against loss. A separate table is shown on the face of the policy giving the extra amount of paid up endowment insurance that the policyholder receives in addition to the face of his policy at time of death. This extra amount is the insurance that the investment part of the premium will pay for. Therefore, the policyholder is getting the real worth of his money all the time. When the endowment matures the investment part of the policy plus the reserve on the life insurance end will equal the face of the policy. Mr. Smith's plan involves the payment of an extra premium sufficient to make the ordinary life full paid or become an endowment policy in any number of years or at any desired year, this extra premium purchasing yearly full paid endowment insurance that accumulates to an amount equal to the difference between the reserve on the ordinary life and the face of the policy at a certain period. His aim has been to protect the interests of the insured so that all equities in the policy will be preserved if death occurs before the endowment matures.

The perfected endowment plan can be applied to convert any ordinary life policy previously issued to limited payment life and endowments without the necessity of paying back premiums.

Aetna Life

The Aetna Life has made a change in its double indemnity rider to be issued with life policies having eliminated all reference to disability benefits. Forms that have been used by the Aetna have provided in effect that in case any premiums were waived or monthly benefits allowed on account of permanent total disability, the double indemnity provision would automatically become null and void. Hereafter each division will be in force independently of the other. In case of waiver of premiums on account of disability the waiver will include the premiums for double indemnity and the provision continued in force, the same as if the premiums waived had been paid in cash.

WITH INDUSTRIAL MEN

HE MUST LEARN TO CONSERVE

President John C. Maginnis of the Eureka Life Gives Some Suggestions to Producers

President John C. Maginnis of the Eureka Life of Baltimore in speaking of the industrial agent says:

"The main fundamental for the success of an industrial agent is a well defined knowledge of conservation and production. Unless the agent can learn first to conserve the business on his book, he is no good to the company. The debit he is given cost the company a good deal of money. The first thing he should do is to conserve that business. Of what good is new business, if the old good business is allowed to be lapsed? Too frequently a new agent comes to work, is given a debit and he is not told of the value of conserving the business in his book. Very often, he is urged after new business, to the neglect of his back calls. Those cases begin to accumulate, so that before long the collection percentage shows his debit to be

in an awful shape. Superintendents and assistant superintendents are paid purposely to instruct new agents in those essentials, and it is incumbent upon the salaried men to impress strongly upon the minds of the newcomers the necessity of conservation first—production next."

Value of Back Calls

"The thing that a large number of agents do not seem to understand is the value of back calls. An old agent will go to collect the premiums and will be told to call the next day. He forgets about it and leaves it go until next week. 'I told you to come back such-and-such a day,' the woman tells him. 'Why didn't you come back?' My husband gets paid on this-and-this day, and you'll have to come back tomorrow.' The next day he finds he cannot call on her and finally three, four weeks elapse and then the policy is lapsed. The agent finds that because he is not paying attention to his back calls and because he is not meeting excuses properly, lapses are mounting up on him.

"There used to be an old saying, still used to some extent, that 'selling life insurance is like throwing mud up against a wall—some of it is bound to

stick.' I remember the first time I heard that remark. I was assistant with the Prudential then, and the superintendent was an Englishman. A large amount of business was brought in that I knew wouldn't stick. 'You are going to pass these, are you?' I asked the superintendent. 'Why, of course,' he said, 'what we are after is production. You know that selling insurance is like throwing mud up against the wall; some of the bally stuff will stick.' A few weeks later, the stuff came back at me with an awful smash, and it taught me a lesson."

Are Seeking Quality

Mr. Maginnis contends that the underlying motive of this saying is all wrong. The companies today are after quality, not quantity. The old idea of having the agents go out and write any old thing they could get may have been all right in the old days, but the companies today are realizing that quantity is not the thing that counts most after all, but quality.

"We want the agents to make the calls," stated Mr. Maginnis. "We want to impress upon them that they cannot make too many calls, but it is not only making calls that count. The agent must know his business; he must know every detail of his work, just the same as if he were selling for a big legal reserve ordinary company. He must pick his prospects and be careful in the selection of new business that he turns in."

"There is a good deal of business turned that a baby could get, and it doesn't stick. Back in 1908 when I was with the Prudential at Boston, I was investigating a case in a district that I knew to be bad."

"Prudential," asked the woman, "that's the book with the yellow cover, isn't it?" "No, it's the book with the green cover." Ah, yes, she knew now. There was a picture hanging askew and this she gave a yank. Out poured a confetti of old policies and books—all lapsed. Two or three payments in a policy and no more. Then she gave a yank at another picture and out came another shower of junk. At last I discovered the book. The policy was written two weeks before. I told her that she was a week in arrears, and received the startling reply that she didn't have to pay for four weeks. When

I got back to the office, that policy was lapsed. Here was a case where the woman was always insured. Anyone could, and did, go in and insure her whole family. The policy was paid on once or twice, was lapsed and then rewritten.

"Here is the point that I am trying to bring out. The idea in the saying that life insurance is like throwing mud up against the wall and some of it is bound to stick is all right when it applies to making calls. But the 'some of it is bound to stick' part of it is all wrong. We are today drilling in the minds of the industrial men that they must show judgment in picking their new business, and that when they write a policy to be sure that it will stick."

Prudential News

J. J. Ryan of the Pittsfield, Mass., district of the Prudential is apparently a firm believer in ordinary conservation. Since his appointment as agent with the company, Feb. 3, 1919, he has not been charged with a single not taken ordinary policy.

In the Portland, Me., district, Agent S. J. Miller is performing very commendable work. Aside from having a very satisfactory industrial and ordinary record, he is an excellent collector and his debit condition is fully up to expectation.

Agent Dominick Mangiapane, of the Pittsfield, Mass., district is a district leader in industrial net increase and ordinary net issue. He has already passed his last year's ordinary record. It is apparent that his industrial record will very shortly surpass the figures credited for the year of 1920.

Agent Isadore Sturtz, of Middletown, N. Y., district, is the leading producer in ordinary for the year among all the agents in Division H. Agent Louis Bernstein of New Haven, Conn., district is a close second, while Agent Frederick Koster, another Middletown, N. Y., man, is third.

The Toronto No. 3 district has a new assistant superintendent in O. H. Reynolds. This representative entered the service of the company at West Toronto on May 24, 1915, and all of his insurance

experience has been in the same territory.

Some of the southern pioneers have been doing very well since the Prudential started operations down there in the middle of April. In the Norfolk, Va., District, presided over by Superintendent C. F. Owens, a graduate of the Washington, D. C., organization; Assistant Superintendent P. N. Baxter, formerly an agent in the same district as his chief, and his band of canvassers have had excellent results from the start. In fact, this staff leads the entire company in industrial on a proportionate basis. Among the agents, L. L. Tenly, after giving the agents in all the districts a handicap of three and a half months in industrial, has caught all but 279 of them, having passed thousands in his climb.

Agent Frederick W. Sigel, of the Rochester No. 2, N. Y., district, is a two-handed worker, as he is not only maintaining a fine account condition, but is producing very favorably in both branches.

Western & Southern Changes

F. Applegate, formerly agent of the Western & Southern Life at Wellsville, O., has been appointed assistant superintendent. W. H. Craven has been promoted from agent at Allegheny, Pa., to assistant at Sharon, Pa. John P. Scanlon, who was formerly an agent at Canton, O., has been made an assistant at Alliance, O. C. McCusky succeeds R. Leonardson as assistant superintendent at Conneaut, O. H. Kaericher is promoted to assistant superintendent at Goshen, Ind., to succeed A. W. Sowers. G. Earle Allen has been appointed superintendent at New Castle, Pa., succeeding A. J. Strang. Mr. Allen became an agent June 9, 1919, at Pittsburgh and was promoted to assistant April 26, 1920.

Control of Company Sold

The controlling interest of the Southern of Nashville, Tenn., which does an industrial business has been sold by R. E. Donnell of Nashville and Dr. J. J. Rucker of Murfreesboro to J. H. Reed of Nashville, who formerly lived in Murfreesboro. Mr. Reed succeeds Mr. Donnell as president. J. H. Reed, Jr., is one

of the vice-presidents. W. C. Harris will continue as vice-president and general manager. Mr. Donnell is president of the State Bank & Trust Company. He found that it was necessary for him to give his entire attention to the bank. The Southern has \$6,371,082 business in force.

Bank Boosts Life Insurance

The Chattanooga Savings Bank, Chattanooga, Tenn., is giving especial prominence to life insurance in its program of advertising. Daily papers are carrying advertisements describing the benefits of insurance, and urging it on the public as a part of the thrift program promulgated by the bank.

The window of the bank shows an attractive display, which will be changed once a week for four weeks. The charts used show the insurable values of lives, based on net earnings, the proportion of men who die leaving no estates other than life insurance, while in conspicuous places in the lobby of the bank are posted large placards, calculated to arouse interest and curiosity. Some of these placards are devoted to utterances from Presidents Wilson, Harding, Taft, Roosevelt and others, on the subject of life insurance. Old age endowments are specially stressed.

The plan was started by the bank, without the knowledge of the Chattanooga Underwriters Association, or any of its members, and the expense will be borne by the bank altogether, but the campaign is expected to be of great benefit to life insurance men of the city.

Douglas Is At Top

The leading Lincoln National Life Agency in both written and paid for basis for July is that of O. D. Douglas, located at San Antonio, Texas. The Douglas agency paid for well over a half million dollars of business during July and wrote nearly three-quarters of a million.

THE STATE LIFE INSURANCE COMPANY

INDIANAPOLIS

MORE THAN

TWENTY-ONE MILLION DOLLARS IN SECURITIES

Deposited with the State of Indiana for the
Sole Protection of Policyholders

PROGRESSIVE :: CONSERVATIVE

The Growth of Oak—The Solidity of Granite

On Agency Matters Address, **CHARLES F. COFFIN**, Vice-President

More Than 1 1/4 Million Policies Now in Force

Only four other life insurance companies in America have more policy contracts in force than this Company. A study of the following growth in ten years is invited:

	Jan. 1, 1911	Jan. 1, 1916	Jan. 1, 1921
Assets	\$ 5,614,764	\$10,279,663	\$22,885,957
Policies in Force	371,106	613,615	1,277,277
Insurance in Force	49,245,028	89,596,833	251,594,364

Attractive opportunities open to agents in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Michigan, Illinois, and Missouri.

The Western and Southern Life Insurance Co.

W. J. WILLIAMS, President CINCINNATI, OHIO

Organized February 23, 1888

The Midland Mutual Life Insurance Company

OF COLUMBUS, OHIO

Dr. W. O. Thompson, President

H. B. Arnold, First Vice-Pres. and Counsel
Dr. E. J. Wilson, Vice-Pres. and Med. Director
J. D. Price, Vice-President
F. H. Huntington, Treasurer

G. W. Steinman, Secretary
C. G. Barratt, Asst. Secretary
J. Chas. Rietz, Actuary
J. G. Monroe, Supt. of Agencies

THE TWIN CITY LIFE

Insurance Company

SAINT PAUL

MINNESOTA

Insurance in Force, \$4,421,000
Surplus to Policyholders, 136,384

Do you want to locate in the Northwest? We can offer you liberal contracts in Minnesota, North Dakota or South Dakota.

We are not trying to make a record for size, but we do write a nice clean business, combined with real service to our policyholders.

If your viewpoint and ours agree, we can do business with each other.

WRITE US

A. M. MIKKELSON, Secy.

J. IVAN RHEA, Supt. of Agents

RARE OPPORTUNITY

Two General Agency Openings
In the State of Montana

A splendid direct Home Office contract under which a profitable and permanent business can be established is waiting for the right man.

THE COMPANY NOW HAS MORE THAN \$76,000,000
OF INSURANCE IN FORCE

The Minnesota Mutual Life Insurance Co.
ST. PAUL, MINNESOTA

One SECRET OF OUR SUCCESS IS SERVICE We have a contract for you under which your income will be limited only by your activities
A REAL PROPOSITION FOR A REAL MAN

FEDERAL CASUALTY COMPANY, DETROIT, MICHIGAN

Cash Capital, \$200,000.00

V. D. CLIFF, President

LIFE AGENCY CHANGES

John H. Flora

John H. Flora has been appointed general agent of the John Hancock Mutual Life at Kansas City, Mo., succeeding Harry Gardiner, who has been transferred to New York as the general agent of the company in that city.

Mr. Flora has been connected with the company's Illinois agency as traveling auditor for the past five years. He has developed excellent talents in the organization work and his experience and ability well qualify him for the important position to which he has been appointed at Kansas City.

B. E. Ellis

B. E. Ellis, formerly with the Phoenix Mutual, the Equitable of Iowa and more recently with the Missouri State Life, covering a period of 30 years in the life insurance business, has joined the West Coast Life of San Francisco as agency supervisor in charge of the Sacramento Valley territory. Mr. Ellis went to California several years ago when he entered the Equitable of Iowa in the state and at that time purchased a home near San Francisco. Illness took him away for awhile and he did some effective work for the Missouri State Life in the Middle West. The desire to remain in California took him back to be closer to his daughter, who married R. L. Fulmer, leading producer in Northern California for the Reliance Life.

N. E. Lyon

N. E. Lyon, who was formerly general agent of the Des Moines Life & Annuity at Waterloo, Ia., and resigned some time ago to go in another line of business has returned to the company having opened an office in the Call building at Davenport, Ia. Mr. Lyon will have charge of Scott, Cedar, Jones, Jackson and Clinton counties for the company. He is a strong personal producer.

Young With American Bankers

Gail S. Young has been appointed general agent in Chicago for the American Bankers. Mr. Young was for five years manager of the special service department of the Hooper-Holmes Bureau, and in addition served the American Service Bureau in like capacity from the time of its organization. Mr. Young's acquaintance in insurance circles is wide.

LOCAL ASSOCIATIONS

Virginia—On invitation of the Peninsula Association of Life Underwriters, a number of life men from other parts of Virginia met in Newport News last week and tentatively organized the Virginia Association of Life Underwriters. Temporary officers were chosen as follows: George C. Chapin, Newport News, chairman; Thomas P. Reynolds, Richmond, vice-chairman; Leon D. Brown, Newport News, secretary. A committee consisting of George C. Chapin, R. R. Richardson and H. W. Vaden drafted by-laws and a constitution which will be submitted to the national association for approval before further steps are taken looking to making the organization permanent.

The plan of organization of the North Carolina State Association, one of the few state life bodies in the country, will be used as a model. Through the state association, organization of local associations would be fostered, especially in the smaller cities and towns. In places too small to maintain an association, the underwriters would be listed as members of the state association and would thus be able to avail themselves of benefits and advantages accruing from organized and concerted effort which they do not now possess. Douglas H. Rose, president of the Maryland Life, was among those who spoke in favor of such a movement. It is planned to hold the next meeting in Roanoke.

Louisville, Ky.—Arrangements are being made for a golf tournament for members of the Life Underwriters Association of Louisville on Thursday afternoon, Aug. 11, at the Audubon Country Club. Prizes will be awarded and a champion named.

New York City.—The New York City Association is experiencing some difficulty.

ACTUARIES

DONALD F. CAMPBELL
CONSULTING
ACTUARY

76 West Monroe Street
Telephone Randolph 918

CHICAGO, ILL.

MARCUS GUNN
CONSULTING
ACTUARY

29 S. La Salle St. CHICAGO
Telephone, Randolph 7684

FRANK J. HAIGHT
CONSULTING
ACTUARY

810-813 Hume-Maneur Bldg.

INDIANAPOLIS

Hubbell Building, DES MOINES, IOWA

JULIAN C. HARVEY

CONSULTING ACTUARY

Chemical Building ST. LOUIS, MO.

T. J. McCOMB
COUNSELOR AT LAW
CONSULTING ACTUARY

Premiums, Reserves, Surrender Values, etc., Calculated. Valuations and Examinations Made. Policies and all Life Insurance Forms Prepared. The Law of Insurance a Specialty.
Colcord Bldg. OKLAHOMA CITY

J. H. NITCHIE
ACTUARY

1823 Association Bldg. 19 S. La Salle St.
Telephone State 4992 CHICAGO

J. CHARLES SEITZ
CONSULTING ACTUARY

Author of

"System and Accounting"

209 So. La Salle St. CHICAGO

FREDERIC S. WITHINGTON
CONSULTING ACTUARY
402-404 Kraft Building
Tel. Walnut 3761 DES MOINES, IOWA

JOHN E. HIGDON } Actuaries & Examiners
JOHN C. HIGDON } 600 Gates Building
Kansas City, Mo.

HOME LIFE INSURANCE CO. NEW YORK

WM. R. MARSHALL, President

The 60th Annual statement shows admitted Assets of \$7,780,735 and the Insurance in Force \$185,755,519—a gain for the year 1919 of over \$27,000,000. The insurance effected during the year was over \$40,000,000, or 63% more than in the previous year. The amount paid to policyholders during the year was over \$1,388,000.

W. A. R. BRUEHL & SONS
General Managers
Central and Southern Ohio and Northern Kentucky
Rooms 601-606 The Fourth Nat. Bank Bldg.
CINCINNATI, OHIO

HOYT W. GALE
General Manager for Northern Ohio
229-233 Leader-News Building
CLEVELAND, OHIO

The Columbian National Life Insurance Company

Boston, Massachusetts

ARTHUR E. CHILDS
PRESIDENT

Paid Life Insurance for
Year 1920 over
\$35,000,000.00

**Life, Accident and
Health Insurance**

Low Guaranteed Rates

Eureka Life Insurance Co.

OF BALTIMORE, MD.

*Incorporated under the laws of
Maryland, 1882*

We Issue

**Standard Ordinary and
Industrial Policies**

JOHN C. MAGINNIS
President

JOSHUA N. WARFIELD, Jr.
Vice-President

JOSEPH H. LEISHEAR, Jr.
Secretary-Treasurer

J. HOWARD IGLEHART
Medical Director

A Penn Mutual Premium, less a Penn Mutual Dividend, purchasing a Penn Mutual Policy, containing Penn Mutual Values, makes an Insurance Proposition which in the sum of all its Benefits, is unsurpassed for net low cost and care of interest of all members.

**The Penn Mutual
Life Insurance Company
of Philadelphia**

*On January 1, 1920, Rates Were Reduced
and Values Increased to Full 3% Reserve.*

**200 SPECIALISTS GATHER THE INFORMATION THAT APPEARS IN
The NATIONAL UNDERWRITER**

culty in securing acceptances from its members to act as delegates for the Cleveland convention. The New York quota is about 75 members, but so far not more than a third of this number have agreed to go. The attractions of Cleveland are not so potent as those of West Baden, the original convention place.

NEWS OF COMPANIES

Mutual Life, Baltimore, Md.—It reports new paid for business for the first six months of the year of \$7,923,735 and for the same period in 1920, \$5,478,577, giving an increase of nearly 50 percent over last year's figures.

Grange Life, Lansing, Mich.—It wrote \$1,596,939 in paid for new business in the first half year and showed an increase in insurance in force of \$710,750. The figures for the corresponding period in 1920 were \$2,748,399 in new paid for business and an increase in insurance in force of \$1,986,541.

Bankers Life, Iowa—New examined business for the first seven months shows a total of \$79,740,958 as compared with a total of \$67,463,408 for the corresponding period of 1920. The average monthly production for the period for this year is over \$11,000,000 as compared with less than \$10,000,000 for the same relative period in 1920. The total production for July of 1921 showed a gain over July, 1920, and July of this year was the seventh consecutive month showing a similar gain as compared with the corresponding month of last year.

IMPORTANT CHANGES IN NEW U. S. TAX ACT (CONTINUED FROM PAGE 1)

amount of income received during the taxable year from interest, dividends and rents.

"Reserve funds required by law" includes, in the case of assessment insurance, sums actually deposited by any company or association with state or territorial offices pursuant to law as guaranty or reserve funds, and any funds maintained under the charter or articles of incorporation of the company or association exclusively for the payment of claims arising under certificates of membership or policies issued upon the assessment plan and not subject to any other use.

"Net Income" Defined

"Net income" means gross income less these deductions:

Interest received from securities of the farm loan board, the obligations of the United States or its possessions or war finance corporation bonds.

An amount equal to the excess, if any, over the deduction specified above of 4 percent of the mean reserve funds required by law and held at the beginning and end of the taxable year, plus (in case of companies issuing continuous combined life, health and accident cover not subject to cancellation) 4 percent of the mean of such reserve funds (not required by law) held at the beginning and end of the taxable year as the commissioner finds to be necessary for the protection of policyholders only.

The amount of dividends included in the gross income.

An amount equal to 2 percent of any sums held at the end of the taxable year as a reserve for dividends (other than dividend payable the following taxable year) the payment of which is deferred for a period of not less than five years from policy contract date.

Investment expenses paid during taxable year but if any general expenses are in part assigned to or included herein, the total deduction shall not exceed one-fourth of 1 percent of the book value of the mean of the invested assets held at the beginning and end of the taxable year.

Taxes and other expenses paid during the taxable year exclusively upon or with respect to the real estate owned by the company, not including taxes assessed against local benefits of a kind

YOUR CHANCE FOR SUCCESS

will be best—when you have behind you a Company so officered and organized that it assures active, intelligent and continuous cooperation in both the little and the big things that go to make success possible:

—when you have the best possible "working tools", complete coverage policies; simplified and freed of restrictions, and when you are associated with an experienced management that has understanding and sympathy for your problems; that stays with you and helps you work them out.

In six of the BEST and most solidly prosperous states of the Union you can connect with a Company that supplies these tools and gives you this backing.

Write TODAY to

NATIONAL FIDELITY LIFE INS. CO.

SIoux CITY, U. S. A.

Iowa — Neb. — So. Dak. — Minn. — Okla. — Texas

1867 THE 1921 EQUITABLE LIFE INSURANCE COMPANY OF IOWA

RESULTS OF 1920

\$254,538,407.00 of Insurance in Force.
62,399,248.00 New Business in 1920 (paid for)

Sixty-nine per cent of all business written since organization still in force.

For information address: Home Office, Des Moines

WANTED District Managers for Good Locations in Ohio

Write the Home Office for further particulars. Here's an opportunity for a good man to get in on the ground floor with a progressive young Ohio company.

THE GEM CITY LIFE INSURANCE CO.
DAYTON, OHIO

Are You Permanently Established?

Write for Territory
Pennsylvania—Ohio—West Virginia
PHILADELPHIA LIFE INSURANCE CO.
PHILADELPHIA

Great Southern Life Insurance Company

HOUSTON-DALLAS

"Texas' Hundred Million Dollar Company"

Has never issued a policy with

Double Indemnity
Premium Reduction
Coupons
Group Insurance
(No frills or trimmings)

Issues only

Plain, Simple Contracts
Full Reserve Values
(Cash, Paid Up or Extended Insurance)
Full Total Disability Benefits
Monthly Income Payments to Beneficiaries
in All Approved Forms.

We offer no inducements to agents except prompt service and fair treatment. All business conducted on strictly cash basis.

O. S. CARLTON, President, Houston
E. P. GREENWOOD, Vice-President, Dallas

The Goods --- Salesmanship

The Same Salesmanship will sell more if the thing sold is what the potential buyers want.

The Life Insurance company that appreciates present conditions will make its policies attractive.

The Farmers National Life Insurance Company has a Complete line of up-to-date policies that includes policies that can be written on any age from one day to sixty years; Policies that contain the Accidental Death Benefit without exceptions and the Monthly Income Total Disability Benefit; Monthly Income and Yearly Income Policies; Policies maturing as endowments at age 60 and at age 65; Child's Educational Endowment Policy; and "the two greatest ever" — the "Guaranteed Options" Policy and the "Complete Protection" Policy.

I can offer you as good territory as there is in Ohio, Indiana, Illinois, Missouri or Iowa. Write me — right now.

John M. Stahl, President

FARMERS NATIONAL LIFE INS. CO.

Farmers National Life Building

3401 Michigan Ave.

CHICAGO, ILL.

Agency Co-operation

through direct mail advertising is just one of the features which give Fidelity field men a distinct advantage. Last year we distributed 41,341 direct leads—all interested prospects who requested information. This service, and its original policy contracts, enabled Fidelity to show an increase of 28.35 per cent. in paid business last year.

Fidelity operates in 40 states. Full level net premium reserve basis. Insurance in force over \$203,000,000. Faithfully serving insurers since 1878. A few openings for the right men.

FIDELITY MUTUAL LIFE
INSURANCE COMPANY, PHILADELPHIA
Walter LeMar Talbot, President

"Easy to read, easy to digest, easy to remember, easy to put at work making dollars for me"—thus writes a buyer of "Easy Lessons in Life Insurance," a text and review book with quiz supplement. \$1.00. The National Underwriter Company, 1363 Insurance Exchange, Chicago.

tending to increase the value of the property assessed and not including any amount paid out for new buildings or permanent improvements.

Reasonable allowance for exhaustion, wear and tear of property, including a reasonable allowance for obsolescence.

All interest paid within the taxable year on its indebtedness except on indebtedness incurred or continued to purchase or carry obligations or securities, the interest upon which is wholly exempt from taxation as income to the taxpayer.

Deductions on Real Estate

It is provided that no deduction shall be made on account of any real estate owned and occupied in whole or in part by a life company unless there shall be included in the return of gross income the rental value of the space so occupied, to be not less than a sum which in addition to any rents received from other tenants shall provide an income (after deducting taxes, depreciations and all other expenses) 4 percent per annum of the book value.

In the case of a foreign life company the net income for any taxable year from sources within the United States is to be the same proportion of its net income for the taxable year from sources within and without the United States, which the reserve funds required by law, and held by it at the end of the taxable year upon business transacted within the United States, is of the reserve funds held by it at the end of the taxable year upon all business transacted.

Companies will be required to make appropriate returns under other sections of the bill. Section 305 states that the taxes covered by the above shall not apply to fraternal beneficiary societies.

Mutual Benefit's Attitude Toward Term Insurance

THE Mutual Benefit points out its attitude toward term insurance and compensation of agents on such business by the following statement:

"The company's position is briefly this. It does not write term insurance per se. It does write five-year term policies convertible in four years, but it is unwilling to write such contracts except on the assumption that a large percentage of them will be converted to permanent forms of insurance. The company would rather withdraw this particular form of policy than to sell it to any considerable extent as temporary insurance only. This company issues five-year term insurance solely for the reason that by so doing it can frequently serve the interests of the agent who is thereby enabled to secure some tangible results in the way of a 'first step' that might not be possible otherwise.

"Five-year term insurance is an option on a 'regular' policy and a valuable consideration for the agent. If an agent has used this method of selling he has enjoyed a privilege which has not benefited another agent who has sold initially a policy on a permanent form. An agent who has enjoyed a privilege which enabled him to consummate a sale and thus conserve the insurability of his prospect, suffers no hardship when the company takes into account the first commission on the term policy in computing the commission to which the agent is entitled on the completion of the transaction, namely, the issue of the converted policy.

"General agents have called the company's attention to a few cases where new policies have been secured instead of converting the term policy. The new policy is not as desirable a contract as the converted policy, for it is not incontestable during the first year. An agent has no justification whatsoever for attempting to secure a larger commission than he is entitled to under the conversion of the term policy, and for putting the company to the expense of a new medical examination."

YOUR NAME HERE

Advertising Pencils Build Good Will and Bring Results

Turn your prospects into customers and your customers into friends by presenting them with high-grade Advertising Lead Pencils, printed with your advertisement.

No other advertising specialty costing so little money is so useful to everybody—so sure to be kept and used—so certain to make a favorable and lasting impression on the minds of those who get them. Samples and quotations on request.

An "Ad" in the hand is worth two in the waste basket.

NORTH AMERICAN PENCIL WORKS
501 Plymouth Ct., Chicago, Ill.

FEDERAL UNION LIFE Insurance Company

Cincinnati, Ohio

has just issued a very interesting booklet
"Suggestions for Increasing Your Income"

and would be pleased to send a copy to every Life, Fire and Accident Agent in Ohio, Illinois and Kentucky

The Accumulation Policy

is a combination of insurance and investment in a new sense.

Specimen Rate
Age 35. \$31.90 per \$1000

The continued payment of the rate creates increasing benefits each year. As a seller it has no competition. Write us about it.

NATIONAL LIFE ASSOCIATION
Des Moines, Iowa

"THE COMPANY OF CO-OPERATION"

DES MOINES LIFE AND ANNUITY COMPANY

We will insure the whole family!
Any plan, any age, either sex!

This is a service our men appreciate these days.

If it appeals to you, write

HOME OFFICE
DES MOINES (R-T Bldg.) IOWA

TERRITORY
IOWA SOUTH DAKOTA

STILL WRITE BUSINESS

TEXAS MEN HOLD THEIR OWN

Some Show Slight Increases Despite Dull Season—Nothing Doing Now In Cotton Belt

DALLAS, TEX., Aug. 9.—While this is considered the dull period of the year in life underwriting in Texas, Dallas insurance men have been holding their own in writing policies and in some cases increases are shown over the first part of July. The marketing of the big grain crop in the wheat belts and the tomato and fruit crops in east Texas has filled the pockets of the farmers with money and they are beginning to buy insurance, the agents and companies report. In other sections of the state where the farmers are depending strictly upon cotton for money crop the insurance business is practically dead. There is no writing. Dallas underwriters are conducting an intensive campaign and there are many of them who believe they will equal their records of last year. Generally, it is said the amount of insurance to be sold in Texas this year will be about 80 percent of the amount for the previous year. Most of the policies being written at this time are for less than \$6,000.

Dallas underwriters, and they are closely in touch with those of other sections of the state, believe with the gathering of cotton which will begin late this month business over the state will pick up and more especially in the cotton belt, where there has been no business for months. They are marshaling their forces for an invasion of these sections when the cotton begins to reach the market.

Old Line Life Changes

At the semi-annual meeting of the directors of the Old Line Life of Milwaukee, F. X. Bodden, Milwaukee attorney, who has been second vice-president of the company, was elected first vice-president. He succeeds W. A. Starke, who died in June. Thomas H. Rice, Milwaukee, became second vice-president, and E. B. Marshall succeeded Mr. Rice as a member of the finance committee. George A. Duvall, banker, Kewaunee, Wis., fills the vacancy on the board of directors caused by the death of Mr. Starke.

Foresters May Raise Rates

After a three-day contest over a proposal to advance insurance rates to meet present requirements, the Catholic Order of Foresters, in annual convention at Milwaukee last week, decided to hold a convention in a year to take up the matter. The organization usually meets every three years. Committees were appointed to study the entire assessment question, new legislation, reserve requirements, etc. The proposed increase said to be necessary by officials of the order is 50 percent over present rates for members joining prior to 1912. Statements were made that the order was but 75 percent solvent under the Canadian laws, as now interpretable. Abe Landis, actuary of the order, pleaded for changes which would place the insurance features of the order on a par with the legal reserve life companies.

E. W. Hardin, Oklahoma insurance commissioner, returned Saturday from Philadelphia, where he attended a hearing on the affairs of the Heralds of Liberty, a fraternal. He was away two weeks and visited New York, Atlantic City and Washington.

Keep your troubles to yourself; share your joys with the world.

Life Insurance man with nine years experience in personal production and organization work, open for position as supervisor or state agency for Ohio or Michigan, preferably Ohio. Familiar with both states, interested in a permanent connection, and realize that my future success depends on my ability to organize producing agency. Address 43-F, care The National Underwriter.

PROGRAM FOR FEDERAL LIFE AGENCY MEETING (CONTINUED FROM PAGE 7)

Address: "Intensive Cultivation of a Given Territory," S. J. Heinmiller, Michigan.

Discussion Open to All Members led by (1) C. C. McCue, Iowa; (2) E. B. Forsythe, Missouri.

Address: "Monthly Income Insurance and Why I Sell It," M. L. Wood, Oklahoma.

Discussion Open to All Members led by (1) G. F. Weber, Texas; (2) W. H. McKinzie, Texas.

Address: "Fidelity to Your Trust," Gus B. Barlow, Ohio.

Discussion Open to All Members led by (1) W. E. Moreland, Oklahoma; (2) W. W. Admire, Michigan.

Address: "The Federal Life's Commercial Accident and Health Policies and Their Selling Points," R. A. Ridgway, Missouri.

Discussion Open to All Members led by (1) E. Hollebrands, Iowa; (2) J. H. Mize, Texas.

Address: "The Federal Life Club and Its Benefits," C. C. McCue, Iowa.

Discussion Open to All Members led by (1) Ben Wald, Kansas; (2) Rene Rosenthal, Iowa.

Address: "Selling Insurance to Farmers," H. C. McCann, Michigan.

Discussion Open to All Members led by (1) C. L. Murrie, Tex.; (2) W. A. Swain, Ind.

Address: "The Value of Keeping in Touch With Your Old Policyholders," W. W. Admire, Mich.

Discussion Open to All Members led by (1) Ross L. Bunting, Ia.; (2) G. C. Bohon, Ky.

Address: "Best Policy to Suggest to a Man 30 Years Old with a Wife and Two Children Depending Upon Him for Support," J. S. Baldwin, Tex.

Discussion Open to All Members led by (1) M. L. Wood, Okla.; (2) S. J. Heinmiller, Mich.

Address: "The Advantages of Representing a Company that Sells Complete Protection—Life, Accident and Health," W. M. Fox, Tex.

Discussion Open to All Members led by (1) W. F. Cox, Tex.; (2) E. F. Covey, Tex.

Address: "Selling Federal Life Policies in Competition with Home Companies," C. E. Scruggs, Tex.

Discussion Open to All Members led by (1) H. E. Williams, Tex.; (2) Bert Hunt, Ohio.

Meeting of Inner Circle

Call to order by W. E. Moreland, president of the Inner Circle.

Annual Address, W. E. Moreland.

General discussion open to all members on any topics pertinent to the success of the club and the Federal Life and with particular reference to the results to be accomplished during the ensuing year.

Election of Officers.

Plans New Insurance Course

Clifford L. McMillen, head of the Northwestern Mutual Life general agency at Milwaukee, "Clifford McMillen and Associates," is beginning the preparation of another insurance course to be given at Marquette university, Milwaukee, during the fall and winter months. Mr. McMillen states that the course will be considerably broadened.

Analyzing Wisconsin Tax Situation

The Wisconsin Insurance Federation has decided to begin at once the preparation of a report analyzing the life insurance tax situation in Wisconsin, and answering the broad questions: "To what taxes is life insurance subject in Wisconsin?" Progress is being made in the move toward codification of the Wisconsin insurance laws.

Life Notes

A bill pending in the Texas legislature seeks to authorize life insurance companies organized under Texas laws to act as executors or administrators of estates of deceased persons. This bill has been referred to the insurance commissioner for an opinion.

W. W. Warren, formerly in the storage warehouse and oil brokerage business in Oklahoma City, has signed an agency contract with George C. Summy, general agent for the Phoenix Mutual Life. Mr. Warren will go to the home office in September for a special course of study.

Great Republic Life Insurance Company

LOS ANGELES, CALIFORNIA

Capital, \$500,000

Fully Paid

GREAT OPPORTUNITY FOR LIVE MEN

H. S. BRIDGEWATER
225-331 Title Guaranty Bldg.,
St. Louis, Missouri
Mgr. Missouri and Kansas

J. R. RAILEY
401 Dallas County State Bank Building
Dallas, Texas
Mgr. Texas and Oklahoma

W. H. SAVAGE, Vice-President and Agency Director

J. O. LUAGMAN, President

DR. ANDREW JOHNSON, Secretary

International Life & Trust Company

offers up-to-date contracts for good men.

Sohrbeck Building
MOLINE, ILLINOIS

The Farmers & Bankers Life Insurance Company

is an established fact — an integral part of the life insurance and financial activities of its Home State — Kansas — enjoying the confidence of the citizens of its neighboring states in which it is operating.

Fulllest Co-operation with Agents

Home Offices, Wichita, Kansas

The Connecticut Mutual Life Insurance Company

Hartford, Connecticut

At the advent of its 75th Anniversary shows

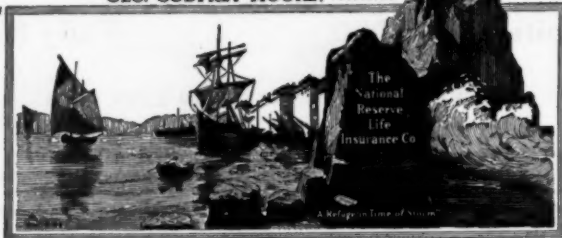
Total Payments to Policyholders since Organization	\$352,218,540
Total held for Benefit of Policyholders January 1, 1921	90,585,734
Total Paid to and Held for Benefit of Policyholders January 1, 1921	\$442,804,274
Total Received from Policyholders since Organization	\$349,721,563

AS ALWAYS

The Policyholders Company

NATIONAL RESERVE LIFE INSURANCE CO.

GEO. GODFREY MOORE, President



HOME OFFICE TOPEKA KANSAS

THE BIGGEST POINT

Any life insurance salesman who has "been thru the mill" sooner or later realizes that home office executives who have had long experience actually selling insurance in the field, are best equipped to assist others in selling.

That is the big point that appeals to those live agents in Kansas who have been able to see something more than "a new company" in THE NATIONAL RESERVE LIFE, of TOPEKA.

The President of this unique company has built up a state wide prestige and good will thru twenty years of successful insurance experience.

In organizing the NATIONAL RESERVE LIFE he had in mind the creation of those elements that would most appeal to high grade, enterprising men who want to create something of permanent value to themselves.

NATIONAL RESERVE LIFE policies were built to sell in competition with any others. NATIONAL RESERVE LIFE field cooperation has been designed to fully satisfy the needs of good men rather than to tickle the vanity of home office executives.

THE NATIONAL RESERVE LIFE is young, sound, vigorous, enlightened and bound to win.

It has some unusual "ground floor" opportunities for the right kind of men. You'll want one!

Write at once for particulars, to

GEORGE GODFREY MOORE, President.

OHIO NATIONAL LIFE INSURANCE Co.

CINCINNATI, O.

NOW is the Golden Day of Life Insurance. It is the best time to get connected with a solid company and build a foundation for the future. Good business was never so easy to get. People believe in and are buying life insurance.

The Ohio National pays agents well for their work and backs them with all its power and facilities.

Territory open in Ohio, West Virginia and Kentucky, Tennessee, Michigan, Nebraska and Kansas.

A. BETTINGER
President

T. W. APPLEBY
Secretary and Agency Manager

Chicago National Life Insurance Company

CENTURY BUILDING, STATE AND ADAMS STS.

JUST LICENSED BY ILLINOIS STATE DEPARTMENT

First 10,000 shares sold, over \$100,000 deposited with State

WANTED: First class agency man: must be of undoubted experience and ability



In Business Since 1862

Insures all classes of selected lives, issuing policies on the ordinary, intermediate and industrial plan at all ages. It also insures against total and permanent disability. Policies of the company are made secure by reserves maintained on the highest standard, with additional contingent reserves providing protection against all emergencies. Information and Advice on any matter relating to Life Insurance is Available at any time through the Agencies or Home Office of this Company.

BROAD BASIS NEEDED

NEXT FEW YEARS ARE VITAL

New England Mutual Life Sees Necessity for Greater Coordination of Activities

The New England Mutual Life in one of the most comprehensive predictions made in life insurance circles declares that the events of the next few years will determine the position of life insurance for a long time to come. It calls attention to the fact that the public has responded to the life insurance urge very cordially and alertly during the last few years. The New England Mutual declares that there must be a statesmanlike and more judicious, broadminded direction of the growth of the business and a far greater coordination of its important activities. The company in making a further glimpse into the future says:

Agents Must Broaden Horizon

"It is of the greatest importance that our mature agents broaden their horizon, and that our young men be given a more thorough training in matters of agency technique. They must be perfected in every phase of the responsible application of insurance principles which, directly or indirectly, contribute to the largest use of this extremely valuable product of modern life. Doing this will, in turn, react beneficially on all who are so keenly interested in making life insurance the thoroughly sound, wholesome and prosperous profession that it should be.

"Our social welfare is related at so many vital points with the correct administration of life insurance that we, who are in the midst of the work, can scarcely realize the significance of what we do. But it requires no prophet's eye to foresee the future use and meaning of life insurance—both of which will be enormously greater than is that present "greatness" which we think so notable.

Real Work Is to Build

"The real work of us all is to build. The challenge is before us. It is the task that every valiant man must set himself. We are to rise from one mastery to another. No longer shall we be satisfied with the present pace—a pace which, nevertheless, we recognize as substantial progress. We must rise to the point where we become intentional co-workers with every process that leads to social strength.

"We must soon see clearly that progress, if it be continuous, must be through the community bond, for we cannot mould our lives each by himself. Within every individual is the power of joining himself fundamentally and vitally to other lives—which is the underlying principle of all insurance. And out of this union comes the power of our social democracy. A growing consciousness of the unmeasured strength of the group-relation will bring with it an expansion of the insurance-idea which, from our somewhat narrow viewpoint of today, would seem almost beyond belief.

"This is a long look ahead, but it is a look that we must take if we are going to see the vision and thus prove ourselves worthy of our profession. Tomorrow's complete development is built on today's foundation."

Policy Files (Expansive) Form 97.—This style has sufficient expansive capacity to admit twenty-five or thirty policies. Because of its low price it is a most excellent advertising medium for general distribution. A service your customers will appreciate because it will enable them to keep all policies and important documents under one cover. Ample space is allowed for your advertisement or policy sticker. 12, \$1.80; 50, \$6.60; 100, \$12.00. Cost of imprint, \$1.50 per hundred or less if desired. The National Underwriter, 1362 Insurance Exchange, Chicago, Ill.



Provident Life Insurance Company

Bismarck, North Dakota

Insurance in Force, \$13,500,000

H. H. STEELE, President	F. L. CONKLIN, Secretary
C. L. YOUNG, Vice-President	H. B. BEACH, Asst. Sec. and Actuary
J. L. BELL, Treasurer	W. H. BODENSTAB, Medical Director

"SOMETHING NEW FOR AGENTS"

National American Life Insurance Company

Burlington, Iowa

"All that its name implies"

The

Square
deal

Agency Contract

Write for particulars.

Guardian Life
Insurance Company

Home Office, Madison, Wis.

Some executives in need of salaried employees go on expensive prospecting tours; others let an ad of this size and appearance bring applications to them. One inch, one column wide, one time \$3.75.

MODERN BUSINESS GETTING METHODS

Getting Cooperation of Local Banker Is Invaluable to Agent Who Works in Small Towns or in Rural Territory

By IRVIN C. RENFREW

District Agent, Northwestern Mutual Life, Hutchinson, Kans.

FROM a life insurance standpoint the banker is the most influential man in his community; he is the "key" to the situation, and the key unlocks the door of opportunity. Rightly, or wrongly, the average man looks to his banker as being an authority on life insurance, and goes to him for his advice—as he does in every financial transaction of any magnitude. When he buys a bond, or another quarter-section of land, or builds a new house, he usually asks the advice of his banker—largely because he may need the banker's assistance in financing the deal, so he feels that he must have the banker's approval.

Now for the same reason we want to have the banker's cooperation, for either in the first purchase or in meeting the stress of later payments—at some time or other your policyholder will need help from his bank, consequently we want to have the bankers thoroughly sold on the advantages of life insurance and of our own particular company.

Banker's Name Adds to Prospect's Confidence

For these reasons, and many others, in my opinion, the banker makes the best possible local agent in small towns and cities where the district agent is trying to cover a large field. If, through the introduction of the banker, a condition of confidence is created, your sale is half made, and if you know your business the prospect's name will be on the dotted line.

The banker knows many things which we do not, and we need this knowledge. For instance, he knows that John Jones has just bought a farm for \$15,000. He knows that John is an honest, hard working young man, of good habits, who has thriftily saved his money until he has accumulated \$5,000 of his own, and now with the advice and cooperation of his banker he has obligated himself by the purchase of this \$15,000 farm. Probably the banker has helped him to get a loan of \$10,000 on this place and knows all about the terms of the transaction.

Knows That John Jones Is Carrying a Risk

But John Jones has something more than a \$15,000 farm on his hands—he has the best and most priceless thing that God has ever given to man—a family—a fine wife in Mary Jones, and, still more, a little boy and a little girl to comfort his heart and call him "Daddy" when he comes in from the fields at night.

The banker knows that John Jones is carrying a risk. He has known John ever since he was a little tad, and he knows that he has strength, ability, integrity, persistence, the best of health and a great capacity for hard work, consequently he will pay this debt if he lives.

Why, in my territory, there have been times during the past five years when a farm and its stock and tools would sell for twice as much at a forced sale as it would at other times in the same period.

If John dies at the wrong time there is an extreme probability that Mary will not only lose possession of the home and farm, but will also lose a large part of the \$5,000 which she helped John to save up for the first payment.

The banker knows that John should shift the load; he has enough on his young shoulders—enough to worry

about without feeling that a sword is constantly hanging over his head—or rather over the heads of his wife and children.

Man Who Would "Carry Risk a Little Longer"

When a man tells me that he will "carry the risk a little longer," I tell him "You will not, you cannot, you never did." "You have been letting your wife and children carry the risk. If you or I die, we are out of it—gone beyond the worry and care and hard work—but we will leave the wife and babies behind us—to face the world alone."

The banker knows that John should not allow another sun to set without shifting the load to the place where it belongs—on to some first-class life insurance company.

John should apply for at least \$10,000, and "do it now." They call me "Do-It-Now Renfrew" out in the "short-grass country," and I rather like the name.

My rule in such cases as John's is to tell the prospect that he should never carry less than \$3,000 more than every dollar he owes in the world, for only then has he a safe estate.

Case Where Term Insurance May Be Advisable

Now right here let me say to you men who pride yourselves upon the fact that "you never sell term insurance," that you cannot possibly do your full duty by your constituency and adhere strictly to that rule always.

In this particular case, we will say that John is 28 years old. I would like to sell him a 20-payment life contract, for I believe that in the end this form of contract will give him the largest measure of satisfaction, taking into due consideration his age and circumstances, and I would probably try to sell him such a policy. Now I will certainly try as hard as would any of you to sell him a permanent contract, and if he is not able to pay the first premium I will try to have the banker finance him; but if it happens that he is at the limit of his borrowing power—which is a chronic condition in western Kansas just before wheat harvest—I would feel that I had committed a crime against Mary and her children if I sold John \$4,500 of 20-payment life or \$6,000 of 65 life instead of giving them the full protection of \$13,000. Under such circumstances I would sell him \$13,000 term and take my chances upon converting it to a permanent form when John has his debts safely under control.

Banker Often Helps Prospect With Loan

The banker knows, for instance, that Jim Smith feels the need of some more life insurance; but will not have the ready money until after he harvests his wheat crop. The banker knows whether Jim is good for it or not. If Jim is good for it the banker will loan him sufficient to pay his first premium, and it will be for a full annual, instead of the quarterly which you might have accepted from him if you were working "on your own." And if Jim is short of cash when his next year's annual premium comes due the banker will again help him with a loan, for he feels a personal interest in that policy.

In my territory I have several of the best wheat counties in the state of Kansas; but wheat is a very uncertain crop in many of them, for wheat requires the right amount of moisture just at the

right time, and sometimes we do not get it, with the result that we get a severe drought during the critical stages of the wheat we do not get a crop worth mentioning. In one of these far western counties there is a little city of about 650 people, from which, in good crop years, 500,000 bushels of wheat are usually shipped; but when a dry year comes the crop drops almost to the vanishing point.

Bank Is Entitled to Full Protection

There are two banks in this little city, and these banks loyally stand behind their customers to the last ditch, loaning them every dollar that they can safely borrow for their benefit. Recently bad crop conditions struck this county for two years in succession, with the result that most of the farmers had very little in the way of income during that period, as wheat is the one big money crop there. The banks loaned them all they should have loaned them. The net result of such conditions is to place many a bank where it has so many large debtors, who owe it such large sums per individual, that it would be endangered through an epidemic, like the influenza epidemic or any combination of circumstances which might take away five or six of the men who owe large sums to the bank.

Under such circumstances, is not any bank entitled to full protection in case of the death of the debtor? And how else can this protection be given except by a first-class life insurance policy temporarily assigned to the bank?

Made Sales Where There Was No Ready Money

Now in January of that year I had an interview with a man who was heavily in debt. He knew that he could not buy life insurance and pay for it at the time of purchase. I approached his banker, to find out if he would handle this man's note. The banker told me that this man had the limit which the bank would loan him under ordinary circumstances, but he would advance enough more to pay this life insurance premium, provided the policy could be assigned to the bank. I closed the deal. This transaction put an idea into my mind, and you know ideas are dangerous things to monkey with. However, I followed out my idea and went straight back to this banker and asked him if he did not have many other similar cases which he would like to have taken care of in the same manner. I made 14 sales aggregating \$101,500. I do not need to tell you that I could not make these 14 sales without getting some other good prospects, outside of the list I was canvassing.

Now for the real point in the proposition. I sold \$101,500 of good business in a locality where there was no ready money, and I got my pay in every case.

Never by act, or word, or even thought, should we apologize for introducing the subject of life insurance, for we represent one of the most important businesses in the world of today, and the banker knows that you need not apologize for life insurance in general. You know that you need not apologize for the company you represent, and if there is anything about yourself which you think requires apology—just keep it under your hat and mend it at the first opportunity.

Don't rely altogether on some one else to supply you with ideas and information, because you will remember more when you have gained knowledge through personal study of good reading matter. A child in school is taught how to work out problems and to find the answers through his own efforts. Then he remembers and understands. Your fear is largely due to lack of understanding.—New England Pilot.

Who Are Best Prospects Today for Insurance?

"WHAT men under present conditions are the best prospects for life insurance?"

Confused as are the present financial and industrial conditions no one should exaggerate the number of people or the extent to which they are affected.

Life and accident insurance is the least affected of all lines of business.

The great salaried class are now in a better position to buy insurance than at any other time during the last three years. Salaries have been increased, and once established are seldom reduced. Owing to the decline in living costs, the margin for saving is steadily increasing. Furthermore, this class of prospects has large arrears of life insurance to make up.

Professional men such as doctors and lawyers, the stability of whose practice varies little year by year, have increased their fees. Salaries of school teachers and of clergymen have been increased, and lower living costs are distinctly in their favor.

Many lines of trade, such as drugs, provisions, groceries, bakery products, meats, coal and ice, are little affected. Dealers in those lines are unimpaired as prospects. In many communities certain manufacturing lines are at normal production. The key men in industries, men retained as the nucleus necessary for the prompt resumption of work, and the most efficient workmen are well employed.

The average cut in wages is but 20 percent as compared with the increase of from 60 to 125 percent since 1915. Part time employment affects less than 20 percent of workers, complete layoffs from 10 to 12 percent.

People who enjoyed large incomes during the past few years are the most affected. Those living on small or medium fixed incomes on the other hand are benefited.

A fact of great importance is that savings on the whole show little or no diminution. The tendency is toward thrift.

A gradual improvement in trade is generally predicted.

The agent is no longer an application taker. He must again become a salesman, and if this point is borne in mind the results will be entirely satisfactory. The peak of insurance production may not again be attained immediately, but there is every reason for confidence that business will continue to be good.—Travelers Protection.

WHAT LIFE INSURANCE DOES

Life insurance does more for a community than anything else in the world except perhaps religion. I am not sure that it is not of even more advantage. It

Brings self-respect,
Promotes unselfishness,
Provides for inheritance taxes,
Keeps the wife from manual labor,
Educates the children,
Pushes aside troubles and unhappiness,

Brings comfort to old age,
Creates a fund for emergencies,
Protects business,
Strengthens credit,
Does away with breadlines,
Pays off the mortgage,
Brings habits of thrift,
Makes economy easy.

What more does any one thing in the world do for humanity?—W. P. Kent.

FOR OVER SEVENTY YEARS

On August 1, 1851, the Massachusetts Mutual issued its first policy. From that day to this its constant endeavor has been to furnish the best possible life insurance protection at the lowest possible net cost. That it has succeeded is shown by the enviable reputation which the Company enjoys among those who buy insurance and among those who sell it. Efficient service and a square deal for everyone have been its watchwords for over Seventy Years. They will be its watchwords throughout the years to come.

JOSEPH C. BEHAN, Superintendent of Agencies
Massachusetts Mutual Life Insurance Company
 Springfield, Massachusetts
 Incorporated 1851

"FARMERS SPECIAL"

Issued
Only
By



On the
Lives of
Farmers

OF DES MOINES, IOWA.

\$5,000 TWENTY PREMIUM POLICY, AGE 35

Amount of claim in case of natural death \$ 5,000
 Amount of claim in case of accidental death 10,000
 \$50.00 each week during lifetime in case of Total Disability.
 \$5,000 Cash, age 65, if no accumulation used.
 16 Special Privileges incorporated in this policy.

Reliable and energetic men with or without experience may make a satisfactory connection for Iowa or South Dakota.

JAS. H. JAMISON, President, Des Moines, Iowa

"SAFE AS A GOVERNMENT BOND"
The OHIO STATE LIFE
 LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.
 SEE → **LATEST POLICIES AND AGENCY CONTRACT** FOR FACTS
 Openings OHIO, IND., KY., MICH. and W. VA. Write Columbus

Organized 1871

Life Insurance Company of Virginia

Richmond, Virginia

Oldest, Largest, Strongest Southern Life Insurance Company
 Issues the Most Liberal Forms of Ordinary Policies from \$1,000.00 to \$50,000.00
 and Industrial Policies from \$12.50 to \$1,000.00

Condition on December 31, 1920:

Assets.....	\$ 24,143,510.56
Liabilities.....	21,803,452.41
Capital and Surplus.....	2,340,058.15
Insurance in Force.....	207,301,719.00
Payments to Policyholders.....	1,983,096.17
Total Payments to Policyholders Since Organization.....	\$25,823,269.97

John G. Walker, President

THE PERFECT PROTECTION POLICY OF THE RELIANCE LIFE

gives you something absolutely new and different to talk to your prospects. Gives you a chance to earn more money than you are now making.

Our Life Insurance Contracts contain the most up-to-date clauses known to the Insurance World. The Accident and Health gives full protection for at least a third less cost than regular casualty companies. Our agency contracts are as liberal as can be made.

WRITE AND WE WILL TELL YOU MORE ABOUT OURSELVES

Reliance Life Insurance Company of Pittsburgh Farmers Bank Building Pittsburgh, Pa.

LIVE LIFE TOPICS

THE Missouri State Life cites an important case of a St. Louis bank director who had been canvassed for life insurance a few weeks prior to his death but stated that he had all the life insurance he needed. As a matter of fact, he carried only \$30,000 life insurance. His estate was valued for inheritance purposes at \$510,000. The bank director did not provide for taking care of the demands on his estate at death. Here are the charges that became due:

United States Inheritance Taxes.....	\$30,000
Missouri State Inheritance Taxes.....	6,000
General and Income Taxes.....	7,000
Doctor and Undertaker.....	1,000
Executors and Attorneys.....	27,500
Broker's Accounts Secured.....	12,000
Notes in Bank matured by death.....	100,000
(Secured Loans)	
Total.....	\$183,500

Aside from the \$30,000 life insurance he had in cash \$4,000. The executors had to sell valuable securities to meet the immediate demands. The executors were sued by the heirs because these securities advanced 25 percent shortly after the sale. The heirs lost the suit and had the legal expenses of the contest to pay.

* * *

IN the opinion of Paul Abry, general agent for the Connecticut Mutual Life, at New York City, the heavy present demand for policy loans is attributable in considerable part to the unwillingness of men who enjoyed large incomes during the "boom" period, to cut their living expenses to normal proportions when the reaction came, feeling that if they could get by for a time by means of loans upon their life insurance policies, they would soon be back upon their former income basis. The reasoning is faulty and is being combated by life underwriters, who use every argument possible in an effort to persuade their clients to trim expenditures to meet changed conditions, and to keep their life insurance protection intact. The demand for policy loans continues severe, and in the general interest of the policyholders themselves company managers are urging their agents to discourage the practice to the full extent of their power.

* * *

THE spirit of team work and camaraderie locally among the life insurance men of the various cities is one of the interesting developments of life insurance field work. The underwriters' association, the Liberty loan drives and other war activities have served to tone down the old-time acrimonious spirit and a new spirit of helpfulness and material interest has sprung up.

Recently an agent in one of the western cities sustained a bad accident, receiving three compound fractures of the leg, which laid him up for a long while. The president of the association wrote each member a letter calling attention to the disabled agent's war services, his willingness at all times to "help the other fellow" and suggested that each member either write an application for insurance in the agent's company and have the commission credited to him or write one in his own company and mail a check for the commission made out to the association.

WHO CARRIES IT?

How much life insurance do you carry?

"Five thousand."

"How much does your wife carry?"

"None at all."

"Oh, yes she does. She carries the difference between the \$5,000 you have provided and the amount she would need to live on if you died. You are making her your co-insurer."—Provident Notes.

SHOWING AT HARTFORD

TO EQUAL OR PASS 1919 MARK

Life Companies in That City Report Business for Present Year on Satisfactory Basis

HARTFORD, CONN., Aug. 9.—That life insurance has not been affected to the extent of most business and banking lines by the depression in industry is the opinion of Hartford insurance men. Although the volume of new policies written is not expected to reach the 1920 level, it is believed that the 1919 mark will be equalled, or somewhat exceeded, by each of the local companies.

The Phoenix Mutual agents have been making a recent nation-wide campaign to stimulate sales, in view of the company's anniversary observed a short time ago. As a result the volume of new business has been exceptionally large, eclipsing the 1920 records.

Connecticut General's Showing

The Connecticut General is also doing excellently, in generally poor business year, for its regular life insurance business from agents has exceeded the 1920 total. The company's agency business for the first five months this year was \$34,522,640, comparing with \$34,074,842. This is particularly noticeable in view of the immense gain made last year over all previous records.

The Connecticut General's group business is about 60 percent of last year and the reinsurance handled is also about 60 percent. The company's total business, including all lines except group, was \$44,376,987 for the first five months, this being about \$5,500,000 less than the 1920 total for the same period. Although the number of lapsed policies shows a large increase, they are not as large a volume as the company expected.

Compare Favorably With 1919

At present the Aetna Life's new business is considerably better than any year prior to 1920 and in recent weeks there has been a noticeable improvement. The Connecticut Mutual is reporting a very satisfactory volume. The Travelers usually gives out little information on its new business until the end of the year, but it is understood that the 1921 sales will compare very favorably with any year except the last, when unusual boom conditions prevailed.

What a fellow does when he has nothing to do, really shows what he is.

WANTED

General agency contract. Iowa town of 10,000. References. Address "Best Deal," care The National Underwriter.

WANTED

to get in touch with Life Insurance Agents and General Agents for State of Illinois by growing, progressive Company.

Liberal contracts with attractive renewals.

Insurance in force to December 31, 1919, \$6,005,686.00.

Providers Life Assurance Co.

Home Offices
 10 South La Salle Street
 CHICAGO, ILL.